

Plain Talks

GULF STATES UTILITIES CORPORATION
OF LOUISIANA
ROY S. NELSON STATION
GULF STATES UTILITIES CO.

IN THIS ISSUE:

- Roy S. Nelson Station Dedicated
- Meet The Safety Contest Winners
- How We Test Our Meter Testers



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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

Roy S. Nelson Station Dedication	2
Our Active Annuitants	5
Happy Hunting is Safe Hunting	8
Rates, Our Price of Service	10

Plain Talks

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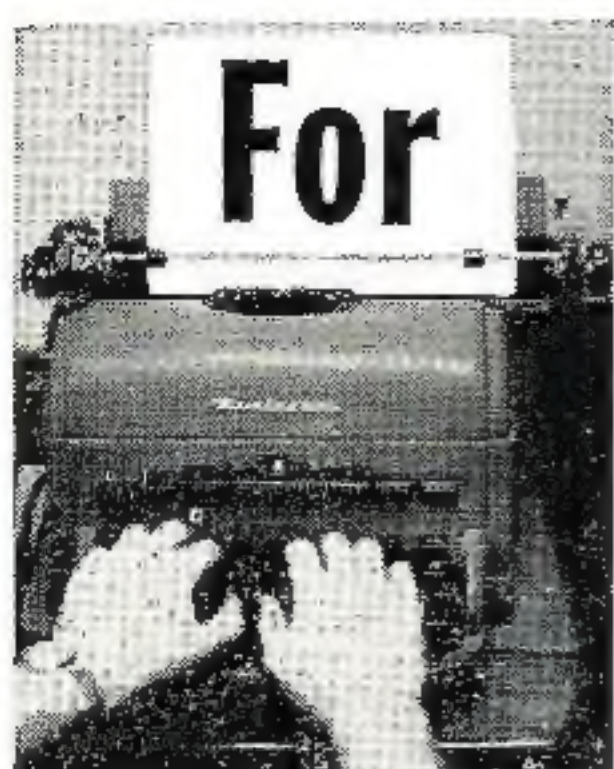
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OUR COVER



Principals in the historic formal dedication ceremonies of the new Roy S. Nelson Station at West Lake stand in front of the powerful and picturesque new generating station on dedication day, October 1, 1959. Left to right are E. L. Granau, vice president and manager of the Lake Charles division, President and Mrs. Roy S. Nelson, and E. H. Taussig, prominent Lake Charles area businessman and a director of our Company. Mr. Taussig made the dedicatory address and Mr. Granau presided at the dedication ceremonies, attended by more than 600 prominent citizens of southwest Louisiana and southeast Texas. For more details, see pages 2, 3 and 4.



For Your Information...

Politics Is Not A Dirty Word

LAST month Congressman John Saylor of Pennsylvania told public information representatives of the investor-owned electric utility industry "politics is never dirty unless 51% of the voting population allow it to become dirty." Congressman Saylor was addressing the 1959 Workshop Conference of the electric companies' Public Information Program, held September 15-17, in Philadelphia.

The Congressman, whose 10-year record in Washington reflects unrelenting opposition to government-in-business, warned that businessmen who are **aware** of the trend toward socialism in this country, and who do little or nothing about it, are more guilty of apathy than their less informed fellow Americans.

Mr. Saylor's solution: it is the duty of every American to take an active part in politics—on every level, from ward to Washington. Only then will an aroused America be able to preserve its freedom.

Congratulations!

IN a few days, two Gulf States couples, Mr. and Mrs. Dewey Raborn (he's a foreman at Louisiana Station in Baton Rouge) and Mr. and Mrs. J. W. Minner (he's line foreman in Port Arthur) will be taking off for the annual Safety Conference in Chicago. Messrs. Raborn and Minner are the winners of the first Foreman's Safety Contest, which ended September 30. It is our hope that this sort of contest can be broadened and that the desired results—an ever lessening number of accidents—will be achieved.

Facts Aren't Foolproof

A man was trying to convince his friend that federal taxes which are used to set up businesses that compete with the businesses that pay taxes, are

unfair as well as unnecessary. He offered specific examples.

His steadfast friend replied, "My mind's made up, so don't confuse me with facts."

Our Shared Blessings

THROUGHOUT the system, we've read and heard a lot of complimentary words about another excellent record of giving and working by Gulf Staters in the various United fund-raising drives. Since competitive spirit has much to do with the success of these worthy campaigns, we suppose such recognition is generally good. But, from personal acquaintance, we know that most of us contribute our fair

share because we are convinced that this is the best way to help those who need help and improve the overall health and character of our nation.

We appreciate but don't expect public praise for sharing our blessings.

"What's Up, Doc?"

THE patient confided to his doctor that he was getting very worried about his increasingly poor memory.

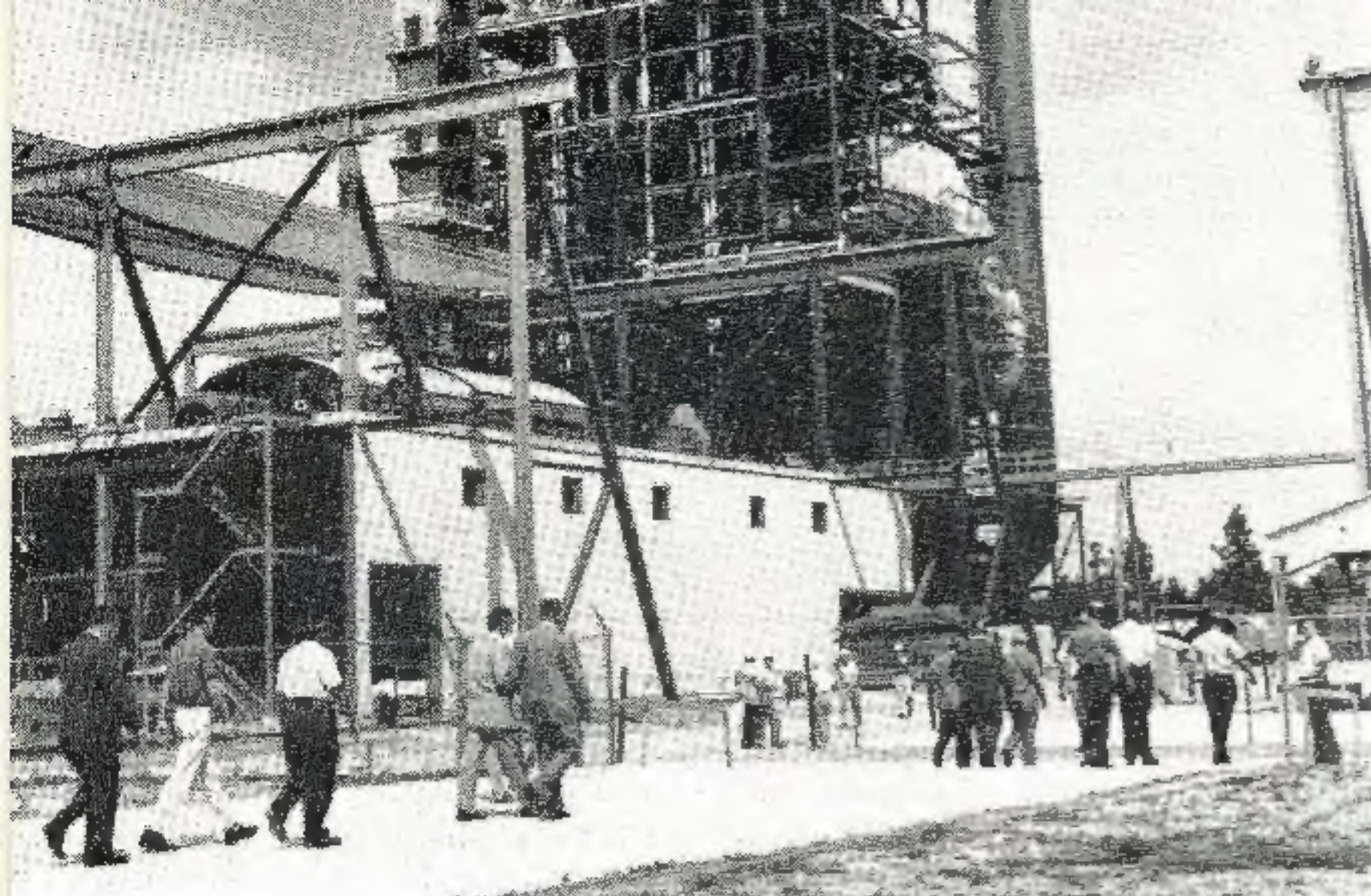
"I see," said the doctor. "And how long has this been going on?"

"How long has what been going on, Doc?" the patient asked.

—JST



Roadblock to Prosperity



E. H. Taussig, Lake Charles area business leader and a director of our Company, at left, made the dedicatory address at the formal ceremonies held October 1. Sulphur Mayor Adias Saunier, second from right, and G. J. Gilmore, Sulphur superintendent, right, congratulate President Nelson following the brief ceremonies held in a huge pitched tent adjacent to the generating station.

1,700 Guests Help

DEDICATE ROY S. NELSON STATION

Open Houses, Formal Ceremonies, Attract Employees and Visitors from Southwest Louisiana and Southeast Texas.

Formal dedication of Roy S. Nelson Station near West Lake to the service of the people of southwest Louisiana and southeast Texas was the highlight of a series of open houses held at the plant September 26, October 1, October 2, and October 3. Approximately 1,700 attended the four events.

President Nelson and his family were honored at formal dedication ceremonies following a noon luncheon October 1. Some 600 area industrialists, public officials, executives from other utilities, REA executives and other invited guests from Louisiana and Texas applauded as Mrs. B. A. Steinhagen III, daughter of Mr. and Mrs. Nelson, unveiled the bronze plaque dedicating the generating station in honor of her father.

Mr. Taussig Makes Dedicatory Speech

E. H. Taussig, prominent Lake Charles area businessman and a director of our Company, made the dedicatory address in which he cited the rapid progress made by our Company under Mr. Nelson's

leadership since he became president in 1942.

"I feel that those of us who are citizens of the Lake Charles area should feel greatly honored to have the Gulf States Utilities Company honor this area, and therefore ourselves, by naming this plant the Roy S. Nelson Station, and by so doing, showing their confidence in the Lake Charles area," Mr. Taussig said.

Mr. Nelson's Response

In his response, Mr. Nelson acknowledged the invaluable help of associates in keeping the company's facilities abreast of area needs and pledged that the plant named for him would be operated efficiently and in the best interests of the people served.

E. L. Granau, vice president and manager of the Lake Charles division, presided. Others at the head table were Mrs. Nelson, Mrs. Taussig, Mrs. Granau, Reverend and Mrs. C. D. Wardlaw of the First Presbyterian Church of Lake Charles, and B. A. Steinhagen III. Reverend Wardlaw gave the invocation at the beginning of the program.

DEDICATION DAY

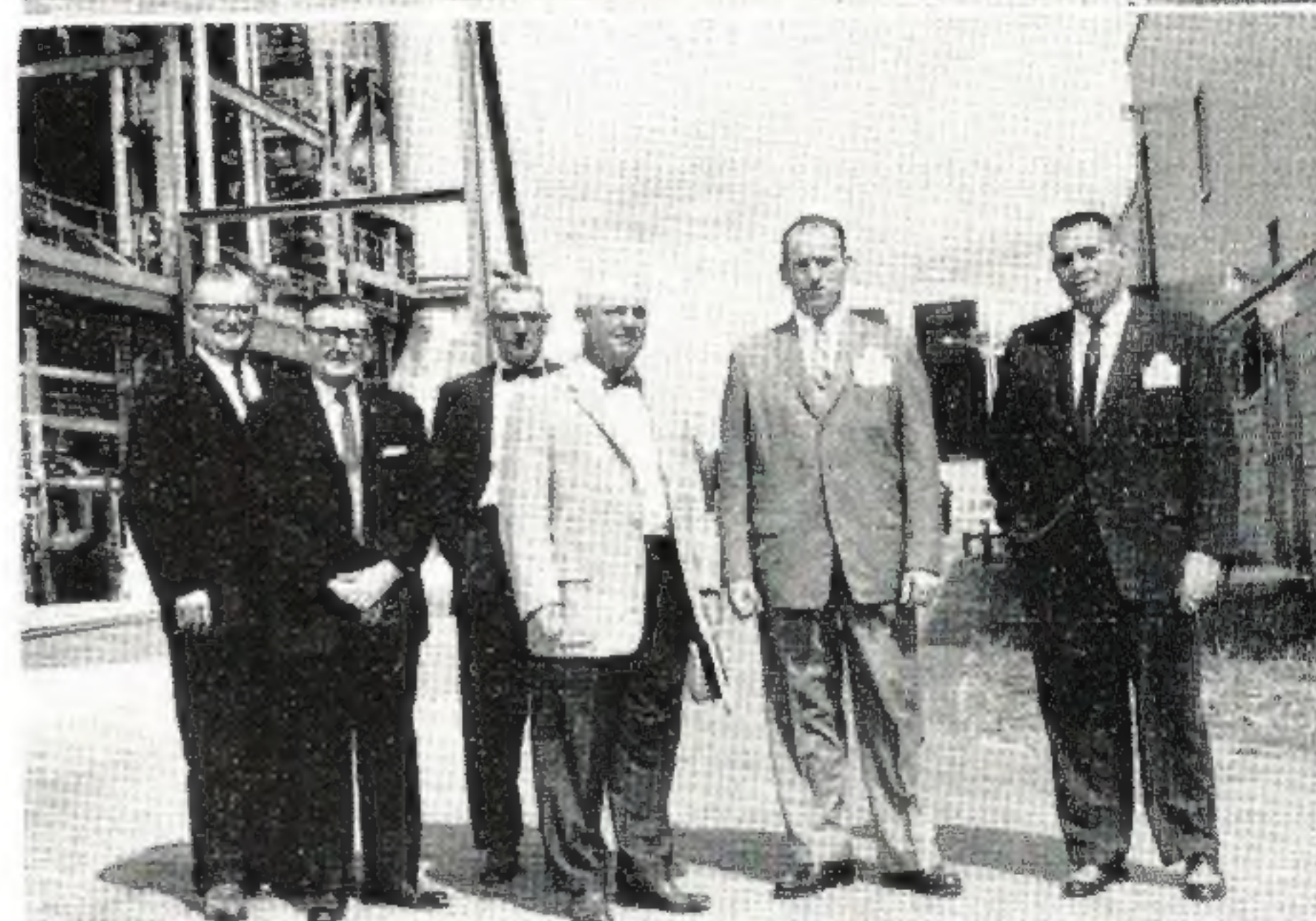
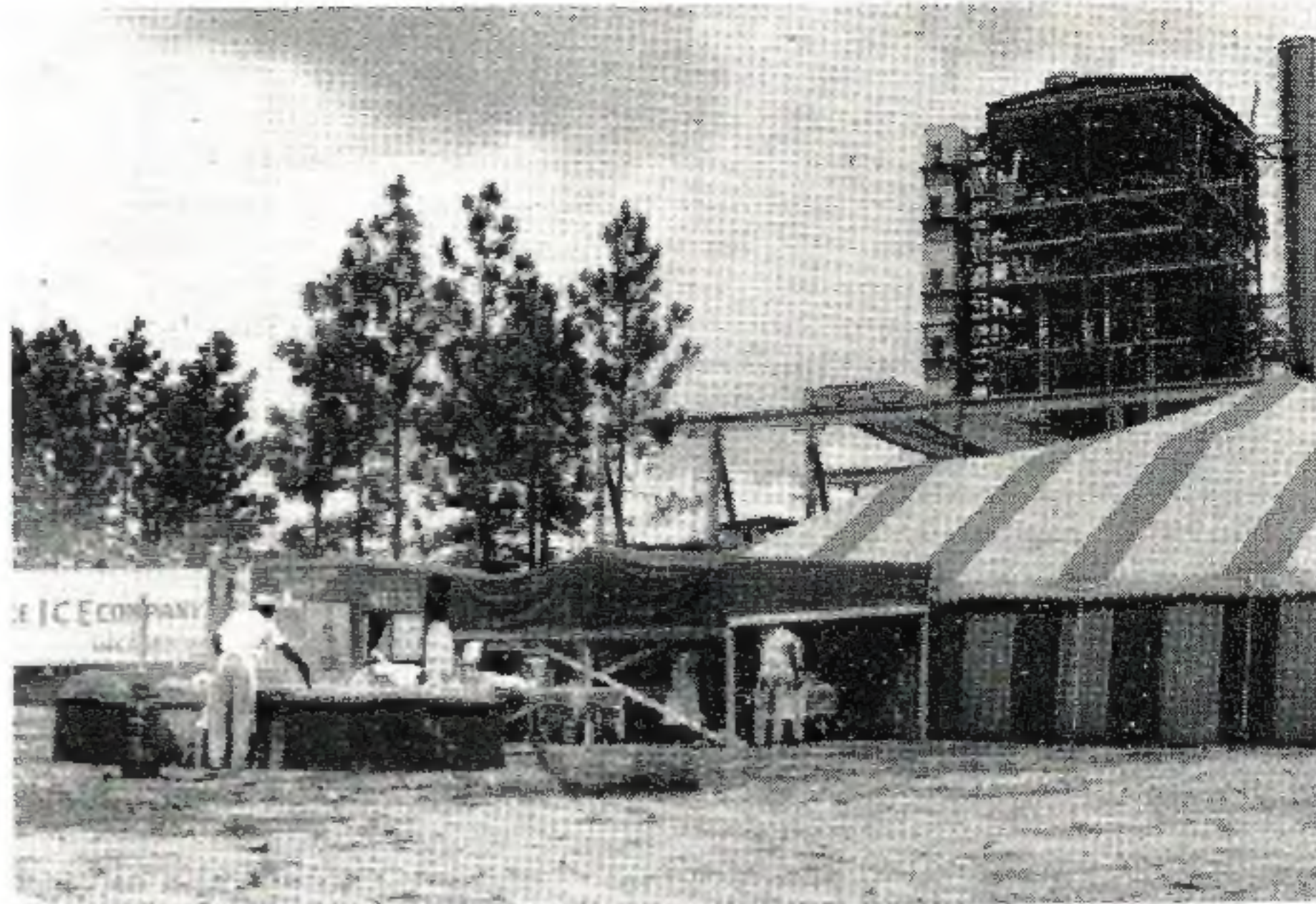
Two Open Houses for Employees

Lake Charles Division employees and their families were invited to open house on Saturday, September 26 and Saturday, October 3. More than 600 attended and were escorted through the colorful new generating station by Production Department Gulf Staters from Lake Charles, Baton Rouge and Beaumont. (See pictures on these pages.)

On Friday, October 2, about 500 came out for the public open house and obtained first-hand looks at the gleaming new power plant. The colorful number one and number two 111,000 kilowatt units — attractively painted in pastel colors and silver — provided a marked contrast to the larger number three 162,000 kilowatt unit under construction.

Rain fell intermittently during the first employee visit but warm, sunny weather added to the success of the other gatherings.

Just beneath Old Glory on the 60-foot flagstaff at the entrance to Roy S. Nelson Station flies a station flag of blue background with name in silver and white, the gift of Mr. and Mrs. Walter Casey of Beaumont, close friends of the Nelson family. It's an attractive addition to the many distinctive features of our newest "kilowatt factory."



Employees Open House

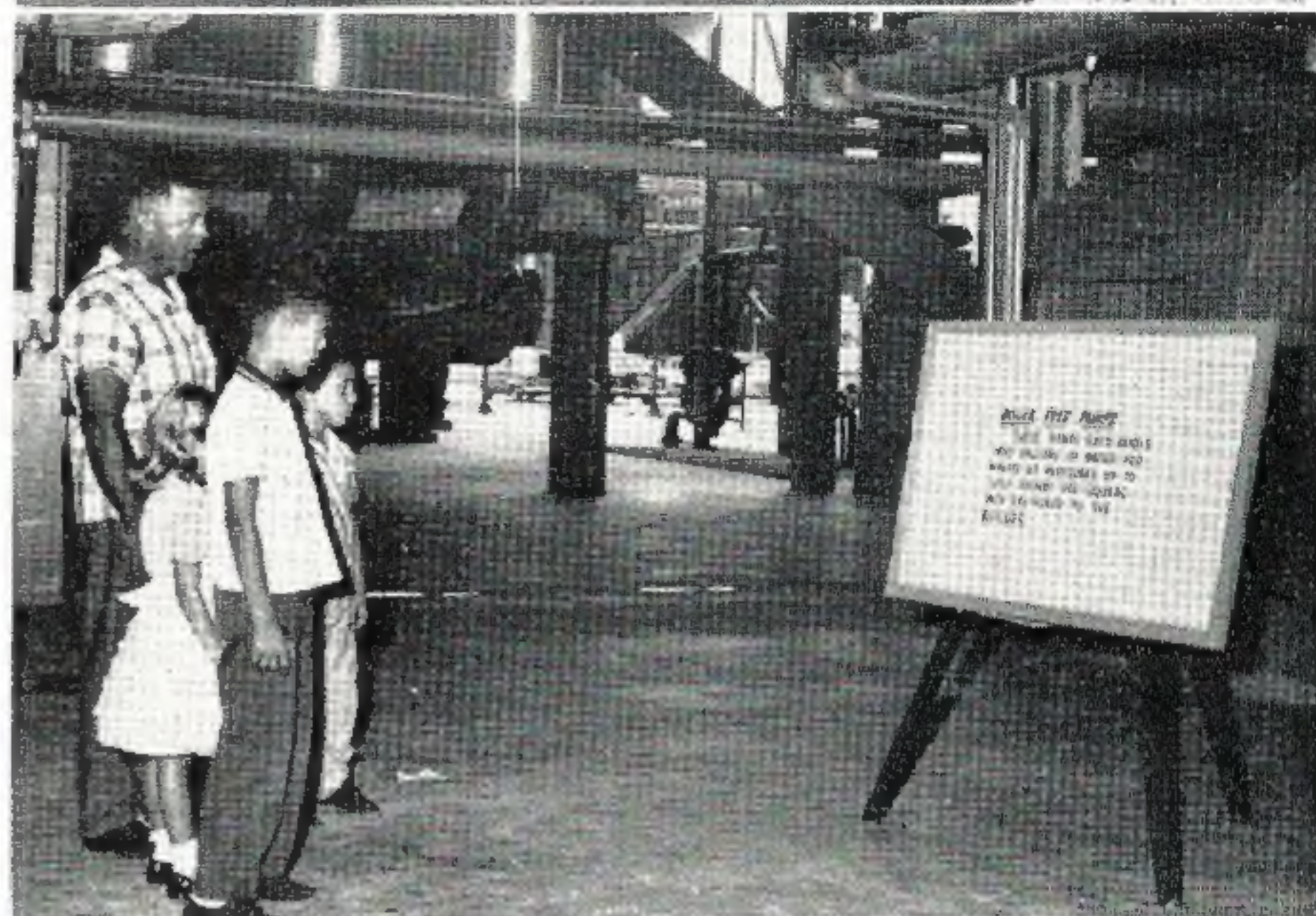
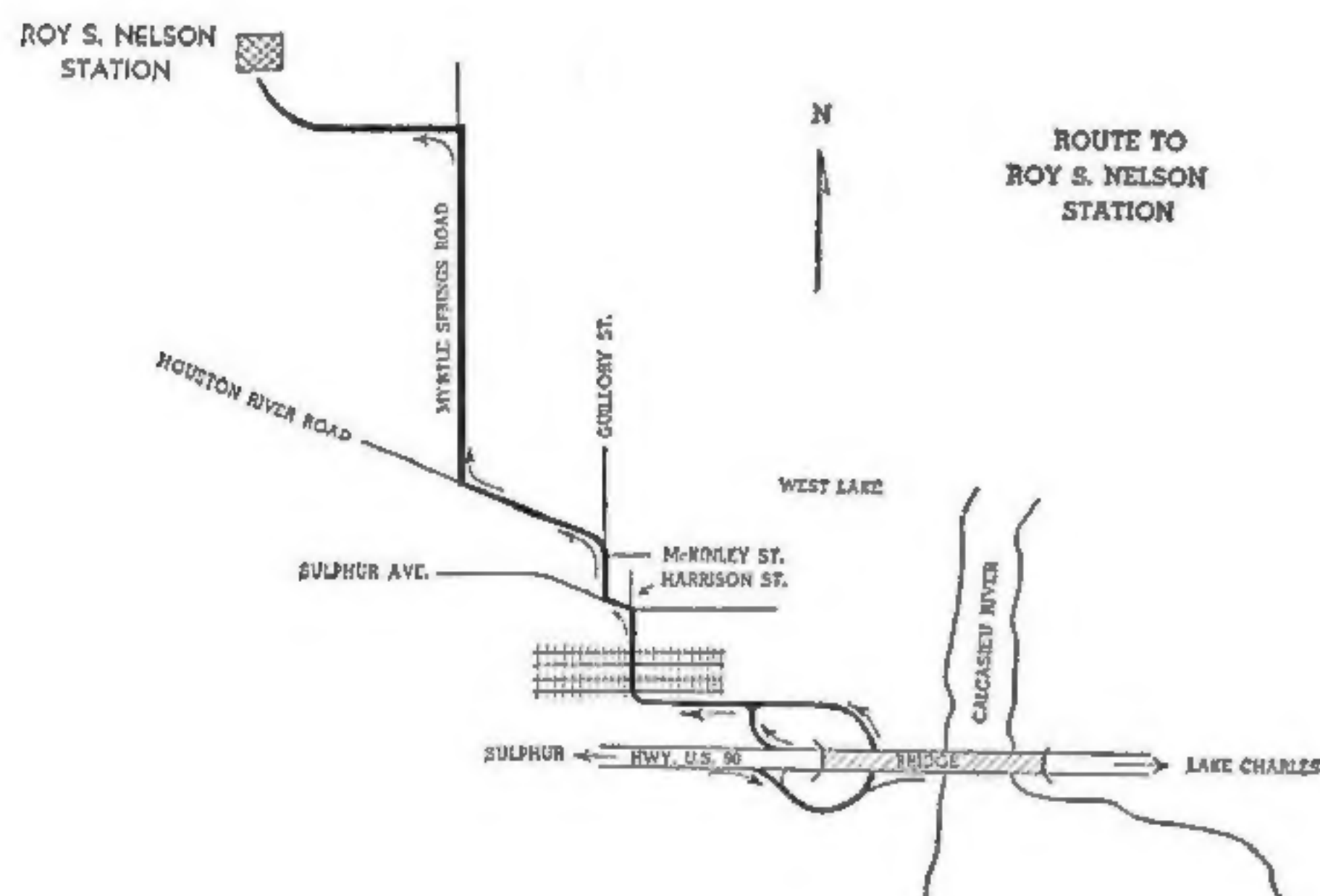
About the Station

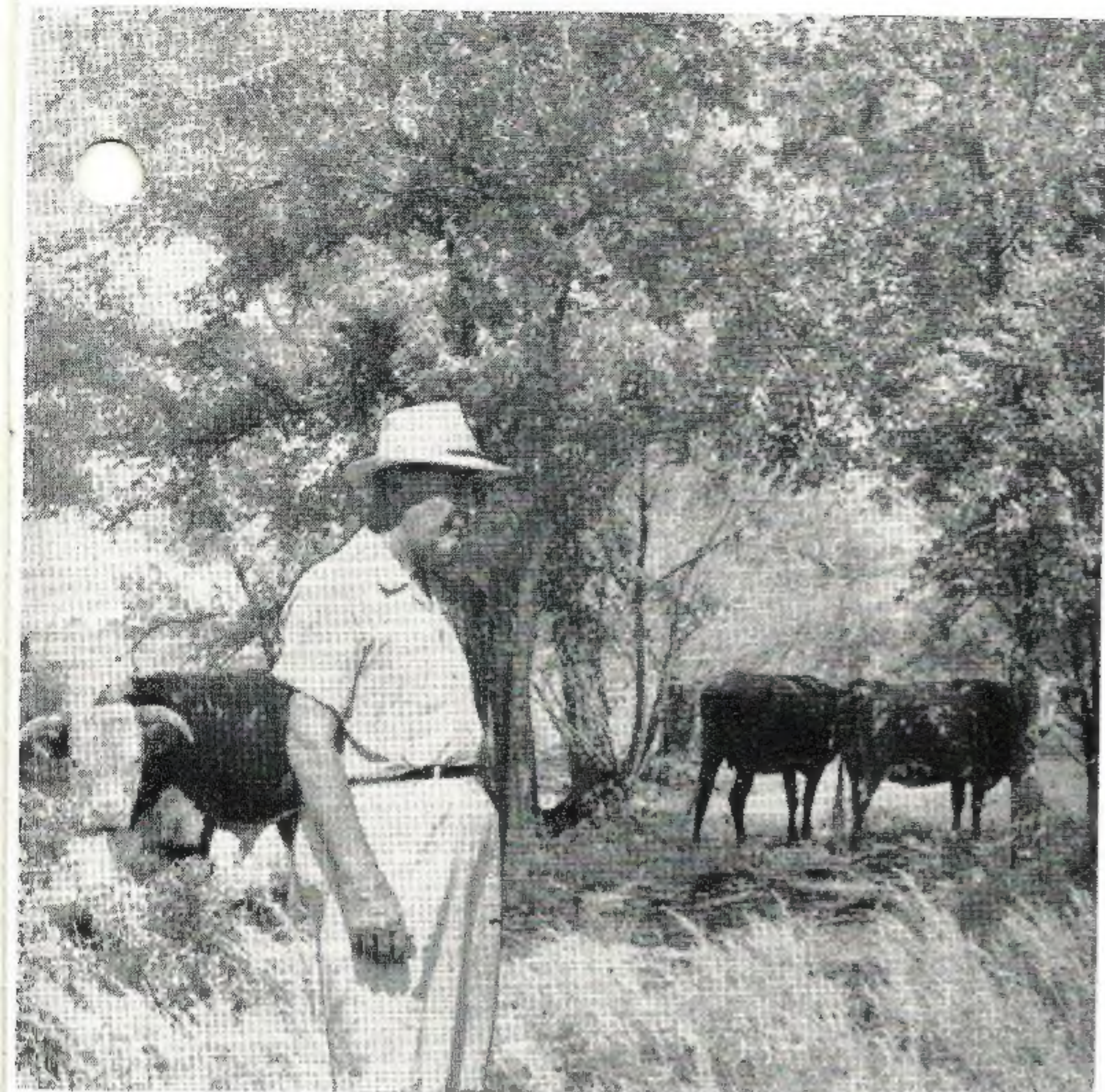
The first 111,000 kilowatt turbo-generator unit at the Roy S. Nelson Station was placed in commercial operation in February of this year and the second 111,000 kilowatt unit in June of this year.

Roy S. Nelson Station is planned for an ultimate generating capability of 1,000,000 kilowatts.

Construction of the station began in 1956, shortly after our Company obtained the 1,306-acre tract of land from the Krause and Managan Company.

When you are in the neighborhood—here's how to get to Roy S. Nelson Station. The Station staff will be glad to show you around between 8 a. m. and 4 p. m. on week days.





"You may say that I'm now a Texan," says Tennessee-born I. C. Moore, "now that I have a ranch and some oil production." Here Mr. Moore looks over some of the cattle that graze on his quarter section ranch near Madisonville, Texas. Mr. Moore ended 25 years service with the Company in 1954. He first went to Madisonville as relief cashier in 1936 and liked it so well he wanted to move there. Since retirement Mr. Moore has kept busy improving his place, clearing land, building fences, and digging ponds. His plans for the future call for a cabin or a houseboat on a lake somewhere.

RETIREED — BUT NOT RESTLESS

Our Annuitants Keep Active, Mentally and Physically

Each of us looks forward to retirement with mixed emotions. We may have big plans or we may have no plans at all. But for each Gulf Stater a time will come when he will no longer have to meet the old eight-to-five.

For some that time has already come. Presently 83 Gulf Staters are "retired," many to only slightly less active careers. Within the next ten years around 290 more will be added to the retired list.

Planning starts far before the time comes to lay down your tools for the last time. The Company and you have taken care of retirement plans and insurance. You have made investments and bought property. But what about after retirement? There still remains the need for plans which will keep you active, both mentally and physically.

This means learning new things, making new

friends, and developing a wide range of interests and hobbies. True, you might be looking forward to putting all your time in fishing or raising flowers, but after a while a steady diet of fish and flowers might become stale.

To avoid just such a thing from happening many retired Gulf Staters keep themselves busy in a number of ways. Some have profitable hobbies or new activities which add to their income. Others work part time to have something to keep them active. Many keep on their toes by taking part in civic, club, church, and community activities. A number have made trips to see friends, families, or places of interest they have never had the time to visit. On these pages are some ways our retired personnel keep themselves active and alert to the world around them.



T. M. McNeil

Caught in action as he removes a bolt from the automatic pin setter at the Liberty Bowling Alley is T. M. McNeil, who retired in 1957 with 37 years service. At the time of his retirement, Mr. Mack was in the Appliance Repair Department in Port Arthur. A year before retirement he moved to Liberty in order to live near his son. Being a pin setter mechanic is a new and different experience for Mr. Mack, although his years at our Company helped him develop into a first-rate repair man. He had never seen a pin setter before taking the job. He went down every day while the alley was being built and learned all about it from the ground up.

G. S. Stobart, Winnie, Texas is busy building a toolshed in his backyard for his power mower and tools. Mr. Stobart retired in Franklin, Texas, in 1957 after 33 years service. He moved to Winnie after retirement in order to live near a son, who is a rice farmer there and to be near the coast so his wife could go fishing whenever she wanted. Having always liked sales work, he now sells houses in the Winnie area for a Houston firm. "I was ready to retire when the time came," he said. "But I'm not the type of man who would settle down and not work after retiring."

M. E. Dennis



Taking stock in the Orange Water Department is annuitant J. R. Parish. Mr. Jess completed 41 years service with the Company in 1955. Five weeks after his retirement, the city bought the water works from the Company and he went to work for them. He took the job for two reasons; it gives him something to do and it keeps his mind occupied. "At one time I decided not to take the job but now I'm happy I did," he said. "After being home those five weeks I was kind of lonesome to get out." A year ago he shot his first deer, and an hour and 45 minutes later he shot his second. This year he is looking forward to going to West Texas with his son and getting his first turkey.



G. S. Stobart

Since his retirement in 1956 after 43 years service with the Company, Mr. and Mrs. M. E. Dennis of Jennings, Louisiana, have kept busy traveling. The Dennis family history in America goes back to 1638 and on a recent trip to New England and Canada among the places of interest visited was the home of Mr. Dennis' great, great grandfather in Hancock, N. H. Following retirement they made a trip to Mexico and spent the winter of 1956-57 in Florida. Their future plans call for a trip through the Southwestern part of the United States. Mr. Dennis is active in community affairs as a member of the Kiwanis and Quarterback Clubs. From his gun collection Mr. Dennis shows a horse pistol which bears the inscription U. S. Army, 1846. On the gunrack are several powder horns and a bullet mold which have been in the family for some time and a double barrel shotgun given his father by Mr. Dennis' grandfather.



J. R. Parish

Examining her shipment of 1959 TB Christmas Seals is Miss Mary Lilyerstrom of Liberty, Texas, formerly with the Company in Beaumont. For the past three years Miss Mary has been the executive secretary of the Liberty County TB Association. Following her retirement in 1955 after almost 45 years with Gulf States and its predecessors, she lived in Beaumont for one year. In August, 1956 she moved to Liberty where she worked for Bill Daniel during Liberty's Bi-Centennial Celebration. Miss Mary still maintains her membership in the Business and Professional Womens Club and the Altrusa Club in Beaumont and for the past 29 years she has been secretary of the Beaumont Music Commission. She teaches a Sunday School class in the First Methodist Church of Liberty and is district chairman of the Spiritual Life of the Wesleyan Guild of the Methodist Church. She is also sponsor of the Liberty Chapter of Nu Rho Sorority. Miss Mary is a noted lecturer and is much in demand to make talks before Business and Professional Womens Clubs and other organizations. "All of this takes up a lot of time," Miss Mary says. "But I like it. It keeps me alert. I couldn't see not doing anything after retirement."

Mary Lilyerstrom





H. V. Scanlon

"If anyone tells you I'm a fisherman it is not so!" laughs H. V. Scanlon as he examines the rod and reel given him by his daughters for Father's Day. Mr. Scan says the line has been in the water twice. He stands on the stairs of his beach house located in the Noisy Waves addition below Gilchrist, Texas. Between taking care of his lawn at his Beaumont home and the one at the beach, Mr. Scan keeps busy having a good time without too much effort visiting friends who also live at the beach. Mr. Scanlon retired in 1958 after 44 years in the Beaumont General Accounting Department.



J. B. Hodge

Assisting in the ground breaking ceremonies for Orange's new National Guard Armory is Mayor C. H. "Chief" Meeks, center. Chief Meeks, who retired in 1955 after 42 years with Gulf States, is now serving his second term in office. He thinks anyone who retires should keep interested in civic and community affairs. He is also a member of the Board of Directors of the Orange Chamber of Commerce, a life member of the Advisory Board of the Salvation Army, and a member of the Board of Directors of the local Red Cross chapter. Mr. Meeks was Orange superintendent for 20 years prior to his retirement.

October, 1959

Taking it easy in the cool of the evening is J. L. Crouch, Calvert, Texas, who retired in 1956 after 39 years service. At the time of his retirement, he was district superintendent at Calvert. Shortly after his retirement, the mayor of Calvert resigned and the city commissioners appointed Mr. Crouch to fill the unexpired term. He is now serving his first elected term to the office. In addition he sits as corporation court judge. Mr. Crouch also owns a 1,400 acre ranch on which he runs 120 to 150 head of cattle and raises small grain for feed. "I had been making preparations all these years getting ready for this retirement," Mr. Crouch said. "And I had invested in this land. I couldn't sit around after being on 24 hour call with GSU so long."

Promoting Navasota and Grimes County as the manager of the Chamber of Commerce keeps J. B. Hodge active in community affairs. When he retired in 1958 after 36 years with Gulf States, Mr. Hodge and his wife planned to move to Florida where their son is a doctor. But the Chamber of Commerce manager resigned to take care of real estate interests and asked Mr. Hodge to take the job. So they decided to stay in Navasota where they could spend their time doing what they wanted without too much rush. They are now busy fixing up two recently purchased houses and have no fancy plans for the future. "When you spend your time fishing and doing things with people you like," Mr. Hodge said, "There's not much left to do." Mr. Hodge was Navasota division manager at the time of his retirement.

C. H. Meeks



J. L. Crouch

As city electrical inspector, J. H. Cates, Huntsville, Texas checks a meter box installation on a new house. Mr. Jimmy retired in 1956 after working 44 years for Gulf States. A little fishing and a little hunting help him fill in the spare moments. "But, as my wife is still working," Mr. Cates said. "I'm the chief cook and bottle washer which takes up a good deal of time."

J. H. Cates



"KEEP THE HUNTING

DON'T...



Frank G. Dupree, Sr., Navasota Garage, shows what not to do on a hunting trip. "My wife knows that this is a posed picture," he grinned as the camera clicked.



Frank illustrates another hunting safety violation when he climbs through a fence, pulling his loaded rifle after him. Actually, there are two 'Don'ts' in this picture: the land is posted.



Frank and John B. Haltmar, Navasota T & D (left) show how two careless hunters can easily kill each other.



Is it a man . . . or is it a deer? That white handkerchief dangling from the pocket of John's camouflaged suit could make him look like a deer to an overeager hunter.

"When I die, take me to the Happy Hunting Grounds near a deer stand, a squirrel tree, a rabbit's warren, a covey of quail or a duck blind," is the hunter's prayer.

To this we add amen. But don't die before your time just to get to those Happy Hunting Grounds, because our company's service area has all the hunting grounds it needs—and only a lack of safe practices can keep them from being happy.

With the approach of fall, ardent sportsmen throughout our company's area are putting away their fishing tackle and preparing guns and decoys for the opening of their favorite game season.

In Texas, the hunting season will open with the beginning of the squirrel season, November 1, and will close at the end of the deer season, January 31. Louisiana Gulf Staters will begin their hunting with the opening of rabbit and squirrel seasons, October 17, and will end with the close of quail season, February 15.

This year throughout the United States more than 15 million licensed hunters will be roaming the woods, fields and marshes during the shooting season. And, as in previous hunting seasons, a great number of hunting accidents will result from carelessness.

Guns and Children Don't Mix

A good rule to follow is to keep guns out of reach of small children. Store your gun and ammunition under lock and key if possible; if not, put them on a high shelf in a closet or cabinet well out of reach of the youngsters.

Know and be aware of your physical limits. Many hunters have suffered heart attacks caused by the strenuous exertion of hard walking. You should also be familiar with the area in which you plan to hunt, especially if it is wooded or hilly, so that you won't get lost in unfamiliar surroundings.

Don't go hunting with strangers; know your companion, for a careless, excited or overeager hunting companion can kill you.

When hunting small game on privately owned land not posted, ask permission to hunt whenever possible and be courteous enough to thank the land owner when you leave.

Know and Follow Safe Hunting Rules

An experienced hunter is aware that there is more to hunting than knowing how to shoot a gun. It's

GROUNDS HAPPY"

...DO

more important to know when not to shoot. Rules for good hunting are well defined and easily understood but they do little or no good if not practiced by all hunters.

Always treat a gun as though it were loaded. Many adults as well as young hunters have been the victim of an "empty gun." Never load a gun until you are on or near the area in which you plan to hunt. Guns should be loaded in open fields or woods, never at home.

After you have entered the hunting area, check the barrel of your gun before you shoot to be certain that no dirt, mud or twigs have clogged or entered the barrel. While hunting, remember to keep the muzzle of your gun pointed in a safe direction, away from your companions, so that if you stumble, you won't accidentally fire at one of them. When possible, walk side by side but if you are with a group, the first rank should point their guns forward and down, with the ones in the rear pointing their guns backward and up.

Treat your gun as though it had no safety device, checking the safety often and releasing it only after you have brought the gun to your shoulder prior to firing.

Respect That Loaded Gun

The good hunter knows that he should never climb or jump an obstruction with a loaded gun. When crossing fences, push your gun ahead of you with the muzzle to the front. When hunting with a companion, hand him your gun while you cross the fence and then hold the guns while he crosses. Never lean a loaded gun against a tree or fence, for it may fall and discharge in your direction.

Another "don't-do-it" rule of hunting safety is that of drinking alcoholic beverages while hunting or when driving to and from the hunting area. If you need a stimulant when handling firearms, drink hot coffee or tea. You'll be safer and more alert.

An experienced hunter knows better than to fire at any flat or hard surface that may cause a dangerous ricochet. Before you pull the trigger, be doubly sure of your target. Make certain you know what you're aiming at. Never shoot at birds sitting on wires or near insulators. Broken wires and insulators can result in electrical stoppages for an entire community. More care taken in aiming makes you a better shot and prevents serious accidents. Be sure you shoot at game and not a companion or fellow hunter.

If these rules for hunting safely are followed, there will be fewer accidents and more successful hunts throughout the approaching season.

When you're hunting, stay sharp and alert. If you need a pick-me-up, take a thermos of coffee or hot tea along.



Here Frank shows the correct way for a lone hunter to crawl through a fence. After unloading his rifle, he places it on the opposite side of the fence first, then crawls through.



John and Frank walk correctly on a hunting jog. Each has his rifle slung over his shoulder.



You should dress in distinctive colored clothes for hunting so that you won't blend in with the scenery, especially when there are other hunters around.



Continuous research,

study of economic trends,

business necessity,

and special situations

enter into . . .



The author, Harold E. Mortimer, has a BS in electrical engineering.

RATES-OUR PRICE OF

By **HAROLD E. MORTIMER**

Rate and Depreciation Supervisor,
Beaumont

(Number 9 of a series)

QUICKLY, now, you're on a quiz panel and the quizmaster asks you "what one thing is priced lower today than it was 20 years ago?"

If you weren't in the electric utility industry, you'd probably have to give up. But most of us know that the history of electric rates—the unit price we charge for service—has shown a steady downward trend.

This is an astonishing achievement considering that the price of almost everything has increased substantially in the past two decades. In part, this downward trend in electricity prices has been made possible by the con-

tinuing changes brought about by rate development.

What's the purpose of rate development?

- Secure all new business possible
- Encourage present customers to increase use
- Make simple in form, easily understandable
- Obtain a compensatory return for Company
- Offer adequate protection to Company's investment

Rate Work is Challenging

Faced with this challenging responsibility is our Rate Department, a group of people with a variety of background and experience. The six men and two young ladies who comprise our Rate Department work in the Gen-

eral Office Building in Beaumont.

Rate work is one of the broadest activities in the utility field and to be the best kind of a rate man requires a general knowledge of engineering, accounting, sales, operation, statistics, engineering economics, commission regulation, and legal work incident to the regulatory process.

Likewise, interest in our rates extends to related groups, in and out of our Company. Consulting engineering and accounting firms, financial organizations, and electrical manufacturers, and within our organization, executive, legal, sales, and accounting groups, and to some degree the Operating, Engineering, and Personnel Departments, are all concerned with rates.

Today's rate structure and practices are the result of years of experience and study of the many economic and relevant technical problems. These



As befits the complex nature of their work, Rate Department members are a team of specialists. A blending of experience and various types of educational and training backgrounds adds to their versatility. Left to right are Jim Towers, BA in economics; Carl Jones, BA in mathematics; Pete Simon, BS in electrical engineering; Judy Moses, BS in business administration; Alice Womack, stenographer, and Norman Head, BS in electrical engineering. All work in the Beaumont office.

SERVICE

characteristics demand a long training period for the development of a useful rate man.

What's Behind Rate Structure

What is the rate structure? It consists of the various rate schedules, terms and conditions of service, contract forms, and to a considerable degree, the standard practices of the Company with respect to rendering electric service.

Rate work may be briefly described under three headings:

Rate Research—Analysis of system investments and operating expenses and system and customer loads. Coordination with system planning. Study of the characteristics of the equipment which is used in the supply and the use of electric service. Study of competitive costs and value of service. Economic and statistical studies. Forecasts, such as the system average price of fuel in future years. Consider-

ation of business cycles and trends in earnings. Study of rate practices and price levels of other utilities and publicly owned power systems and national rate trends. Follow state and federal court and commission decisions regarding rates. Study the trade literature on the electric utility business.

Rate Development—Design of rates that will meet the service needs of the various classes of customers at fair prices for high quality dependable service, win customer and public approval generally as well as that of the regulatory authorities, cover all costs including a fair return on Company's investment, provide revenue stability, establish promotional features, fill the valleys of our system load pattern, and give a simple rate structure. Design rates for interchange with other utilities and for wholesale service. Estimate the effects of new or proposed revised rates on revenue. Develop

methods of analyzing mass data for large groups of customers. Check on the performance of rates.

Rate Administration—Instruction of Company personnel that are interested in rate essentials, rate availability, and the relationship between rates. See that rates are interpreted correctly, applied, metered, and billed in the way intended, and that the rate practices are carried out uniformly. Investigate rate application difficulties from the standpoints of both the Company and the customer. Coordinate and issue rate information for Sales, Meter, Billing Departments, and other personnel interested. Design contract forms and rider schedules that are required in the cases of large customers or to meet special situations. Check power contracts before they are signed. Assist the Billing Department in difficult and unusual billing situations.

(Continued on Page 21)

LIVEWIRES

CELEBRATE

FUNDS DRIVE

Last month the Livewires Club members in Beaumont celebrated a successful (\$450) money making campaign with a Saturday picnic at their club-site on the Neches River.

Lucky donor to the club was E. O. Fischer, Beaumont T & D, who was awarded a 21-inch color television set. Seller of the winner's ticket was Leon G. Gaspard, T & D, who won a portable radio. Second prize—a 17-inch television set—went to Stanley Le-Bouef, Jr., Orange.

About 400 members attended the picnic and tackled the barbecue-and-beans with gusto and heard plans for the future: a new club house, grounds improvements, and a children's playground will be provided for from the funds drive.



In Lafayette . . .

NEW BIG BOARD HELPS DISPATCHERS

MAPS have always been valuable items to soldiers, sailors, explorers and vacationers. Just as important to us are maps of our network of transmission and distribution lines, criss-crossing the 28,000 square miles of Texas-Louisiana we serve.

Some are on paper, and help engineers, right-of-way men and T & D people plan company growth.

Others, blown up to wall size and colorfully mounted on large wooden boards, are used daily by dispatchers in each of our five division dispatching offices and in large districts such as Orange and Lafayette. The big boards help the dispatcher on duty locate trouble promptly and guide trouble-shooters to the trouble spot quickly by radio.

Newest dispatching board in our system is in fast-growing Lafayette,

where we serve approximately 14,000 customers (we don't serve the City of Lafayette) in an area of about 1,000 square miles.

The new board, almost twice the size of the board it replaces, was built over a six-month period by Murphy Guidry, one of the dispatchers in Lafayette. Mr. Guidry used seven colors to designate the various-sized transmission and distribution lines.

According to J. K. Powell, service foreman, and Messrs. Guidry and E. D. Desormeaux, dispatcher, the big board is a big time saver, especially during emergencies. All switches and fuses, as well as all lines and some 46 substations, are clearly marked. Using an extension-type radio microphone, a dispatcher can work easily from any point in front of the 14 foot wide board.

J. K. Powell, at left, and Murphy Guidry demonstrate the extension phone-jack which the dispatcher uses to locate trouble-spots on the big board.



WHO'S AFRAID OF FRIDAY THIRTEENTH ?

- - *everybody, it seems* - -



Once upon a time a well-educated, thoughtful and level-headed man was driving along a highway with another passenger in his car when a black cat crossed their path. **Wham**, he hit the brakes, and **screech**, he backed the car around and took off in the opposite direction. He drove the long way around—25 miles—in order to avoid that black cat.

Ridiculous? Not to him. Black cats, you see, are bad luck. What, exactly, is luck? We all talk about it; we know people who are "good luck" or "bad luck" guys. For some people, nothing ever turns out right, it seems. Their days are plagued by misfortune. Surely, evil spirits are against them.

On the other hand, there's the man for whom nothing ever seems to go wrong. He knocks on wood, tosses spilt salt over his shoulder, reads his horoscope, hangs a horseshoe over the door, avoids black cats and never, never walks under ladders. He leads a happy life and the rest of us wonder if there isn't something to this "luck" business, after all.

Universal Superstitions

Perhaps we're secretive about pet superstitions. We only knock on wood or cross our fingers when we say that something good may happen. "It hasn't rained yet today," we say, looking at the clear sky, and then we knock on wood.

We do this because of an old fear that wishes may bring bad luck unless the evil spirits are scared away by knocking on wood wherein they dwell. It goes back a long way to early Norsemen who believed that evil spirits loved to slap down a man who aspired to great heights, or dreamed and made wishes for good things to happen. Some people are so superstitious that they refuse to hope for the best—instead they consistently think pessimistically, with the feeling that this will cross up the evil spirits, who will then conversely cause something good to happen. It's a good trick if it works.

Many of us deny that we are superstitious and laugh at those who admit they are. But it's only human to be a little bit superstitious. Else, how do you explain the fact that so many commercial buildings don't number the thirteenth floor as such? Who says



hard-headed practical businessmen aren't superstitious? And how do you explain the fact that even the least superstitious feel uneasy about a black cat or feel that it is somehow a much better idea to walk around a ladder than to walk under it and tempt the spirits to tip over a can of paint?

But what is the truth about luck? Are there really evil spirits that avoid the good-luck guy and purposely disturb the fellow who never knocks on wood? Hardly.

The truth is that each of us makes his own luck. Those who we think are lucky are actually far more careful

than the unlucky person. They watch the other cars, drive at safe speeds, are careful in school zones. They check weather reports, go to the doctor and dentist regularly and never take foolish chances, or draw to an inside straight. They make their own luck. What passes for luck—and what they may actually believe is luck—is actually the result of experience which has taught them to live wisely.

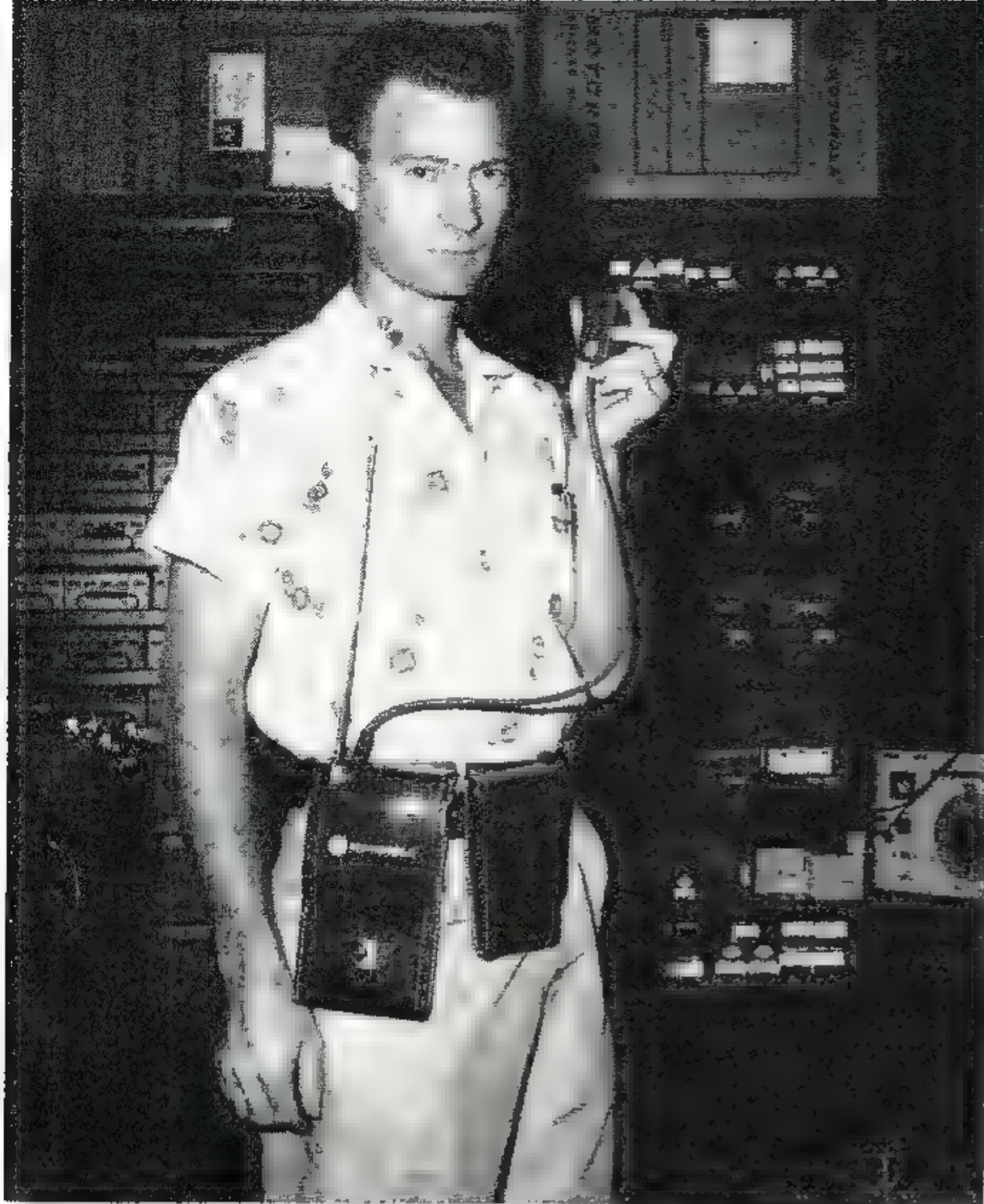
Make-Your-Own Luck

The bad-luck guy never thinks ahead (as he would if he knocked on wood). He charges blindly full-steam ahead and when he runs into the inevitable brick-wall, he cries bitter tears. Then—if he is stubborn as well as foolish—he gets up and charges off again in another direction, but still without thinking ahead.

This thing about superstition applies to everything in our daily lives: to our relations with families and friends; to our personal habits and morals; to our business lives. Those who are careful and whose carefulness sometimes takes the outward form of "superstition" are the ones who take the time to plan in advance and to watch out for "bad luck"—that obstacle which will get in everyone's way at one time or another—and plan to avoid it like a black cat.

They are more thoughtful of the feelings of others because they realize how much their own "good luck" depends on the well-being of others around them. When something bad happens unavoidably, they are glad that it wasn't worse, and they knock on wood and resolve not to let it happen again, and then they start over again, planning more carefully.

That's the real difference between "good" and "bad" luck: You make your own, so if you're superstitious, be glad of it. And remember, the thirteenth of next month is a Friday—Good luck!



G. O. Doss, Beaumont radio communications serviceman, wears on his belt the compact, transistorized receiver and transmitter. In his hand he holds the small, completely transistorized microphone. At the present time this piece of equipment is being used experimentally.

Shades of Dick Tracy

Company Experiments With Transistor Radio

A few years back Chester Gould, the creator of Dick Tracy, came up with the 2-way wrist radio which aroused the imagination of the world. Since that time much has been accomplished in development toward the wrist radio concept of personal communications.

Our Company is always on the lookout for better means of personal communications because of the great need of maintaining fast and constant contact with personnel in the field. Recently the Company obtained a 2-way pocket receiver and transmitter from Motorola. This unit is now being used for experimental purposes by G. O. Doss, radio communications serviceman, Beaumont.

Receiver Battery Operated

This 46-ounce "Handie-Talkie" FM pocket receiver is a complete battery operated unit equipped with an internal antenna, speaker, power switch, and squelch and volume controls. The receiver can be used separate from the transmitter and can be

carried in pocket or a special leather case which clips on a belt.

The "Handie-Talkie" receiver is fully transistorized and extends easy communication capability to the man on foot patrolling an alley or working in an area where a truck can not be moved up.

The pocket transmitter employs two antennas, one located in the microphone cable and the other which can be extended from the transmitter housing automatically. The transmitter is a complete battery-powered unit which is capable of delivering 1.5 watts R-F power. Together, these small lightweight units bring all the advantages of two-way radio. The wearer can move about in his normal duties with the full assurance of instant communications.

New Radiophones Received

The Company also acquired three new MOTRACs (Motorola Transistorized Advanced Communication) radiophones recently. These radiophones are now being used experimentally in the Beaumont, Navasota and Baton Rouge divisions.

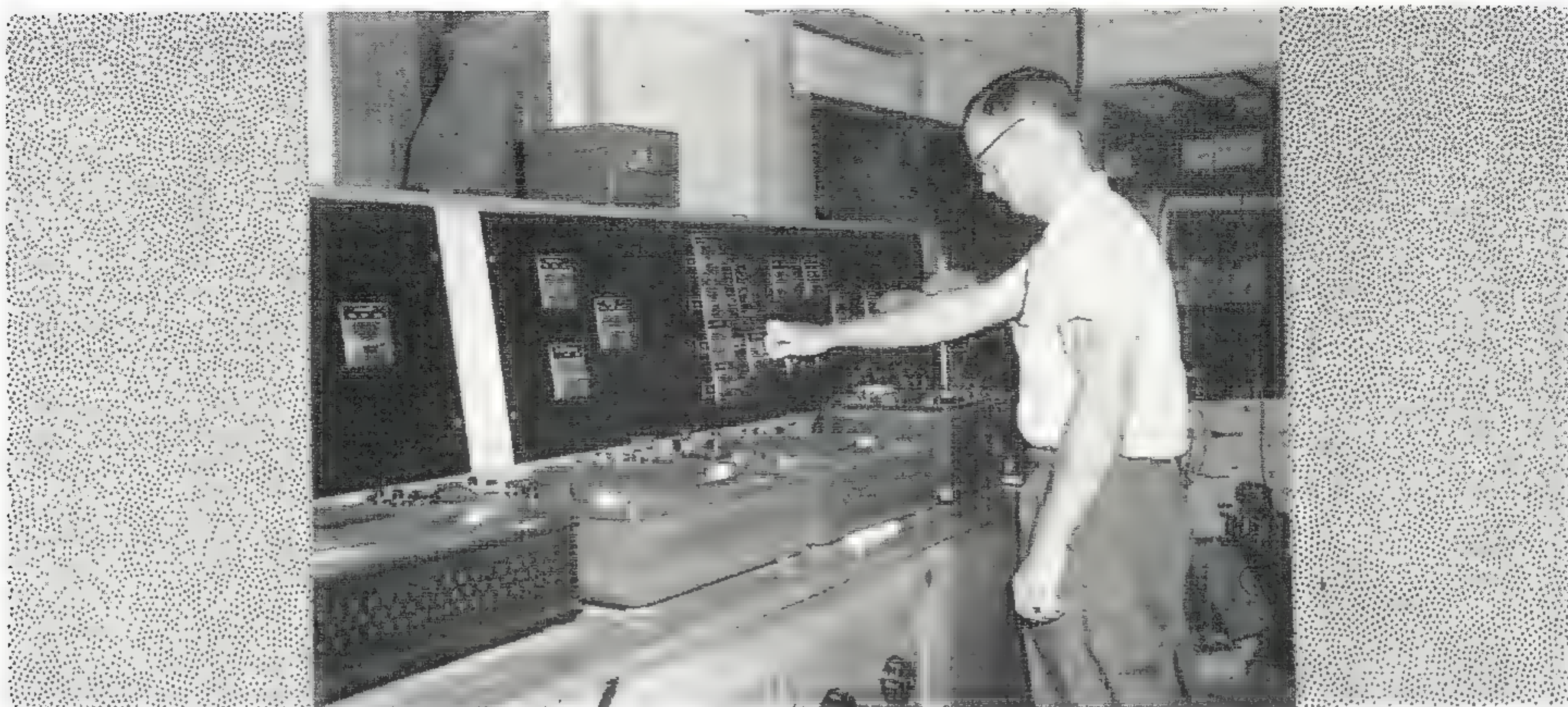
The compact MOTRAC radio has a completely transistorized receiver and power supply and a partially transistorized transmitter. More than 20 transistors are utilized to provide the radiophone with maximum reliability and longest life. The transmitter also features reduced current requirement making no more drain on the battery to produce 50 watts than was used by the old 6-volt radio to produce 25 watts.

Additional reliability results from the use of five vacuum tubes especially designed for operation in vehicles having a 12-volt primary electrical system and are designed and rated for vehicular electrical system voltage surges.

MOTRAC a Space Saver

The compactness and lightness of the MOTRAC radio offers numerous mounting possibilities. Placed in the trunk the MOTRAC occupies very little precious cargo space. It can also be mounted under the seat or hung from the cab roof top. The new model is 30 per cent narrower than previous models used.

According to B. H. Gager, Beaumont service supervisor, these radios are not yet available except for experimentation. Experiments are now being made to determine the feasibility of these models in weak areas such as are found in the Navasota division.



Meters, Our Customers' Charge Accounts, Must Be Precise;

"Imagineering" Has Led to New, More Efficient Ways of

TESTING OUR METER TESTERS

By HARRY LEIGHT

Relay Foreman, Beaumont

As told to George T. Smith

MOST of us know that our Meter Departments are continually checking our Company's meters, testing between 40,000 and 50,000 a year. This includes regularly scheduled tests of meters already installed, as well as testing of new meters to be installed throughout the year. But did you know that we also run periodic checks on the devices used in checking meter accuracy?

Each Division has such a device, which is called its master standard. This standard is used to check the accuracy of field standards—those standards used to test metering devices to determine if they are registering the flow of power properly. The Company doesn't want a meter to register either too fast or too slow; if it registers too fast, the customer isn't getting his money's worth; if it registers too slowly, the Company is not compensated fairly for the service it provides.

Standards Checked in Beaumont

Every three months, each division sends its master standard to Beaumont

to be checked against the precision rotating standards in our laboratory. These precision rotating standards in turn are checked against precision meters that have been calibrated against Standard cells certified by the U. S. Bureau of Standards in Washington, D. C.

Recently a means of more efficiently providing precision testing of Division master standards was worked out by Bill Rabe of the Beaumont Engineering Relay Department. Mr. Rabe designed the "rigging" of a small electrical motor control so that the angular position of an a-c generator could be remotely controlled. The idea had been suggested to me some years ago by the late R. O. Hopkins, relay engineer.

In explaining the testing program, Mr. Rabe said this motor generator set is used for precision testing of division master rotating standards. In order to keep the phase angle between the test current and the test potential within close limits, it previously was necessary to change the position of the generator by hand. Each adjust-

ment usually required several trips from the front of the laboratory, containing the control panels, to the rear of the lab where the motor generator is located.

No Wasted Motion

Now Mr. Rabe can push a knob on the control panel that picks up one of two relays which operate the small direct current motor that shifts the generator position to increase or decrease the phase angle difference. This is accomplished through speed reduction pulleys which gear the small motor from 1,500 rpm to 63 rpm to give smooth adjustment of the phase angle.

Through use of a small electric motor, reduction pulleys and imaginative resourcefulness, Mr. Rabe has designed a means of reducing time and labor required for testing the various standards checked in our laboratory.

Like other Gulf Staters, his new and better way of doing an important job will help our Company give good service while continuing to hold down costs.

Politics, Safety, Airplanes

Keynote Department Heads Meeting

A variety of interesting subjects—politics, safety and airplanes—were explained to about 200 key Gulf Staters at Department Heads meetings held at Lake Charles, September 24; Beaumont, September 28 and Baton Rouge, September 29.

Mr. McAlpine—Politics

Randy McAlpine, superintendent of sales, Beaumont division, discussed "Your Place in Politics." He told the groups that politics is "only as dirty as the people let it be." He stated that most philosophers and economists agreed that the best form of government enhances freedom and dignity of the individual, offers protection and encourages the formation of an economic and social order that provides the highest standards of living for the most of its citizens.

Briefly outlining politics from the local through state levels in both Texas and Louisiana and on up to national levels, Mr. McAlpine added that to continue protecting the advantages made possible by our system of government, we must be informed citizens exercising the right to vote. Urging local political participation, he described the procedure for becoming active in local politics. First, learn more about and take an active part in politics at its "grass roots." Secondly select the party of your choice and become an active precinct worker. Learn your neighborhood, become informed, pick good candidates and work for their election. Only then have we earned the right to criticize our elected officials, he concluded.

Mr. Jones—Traffic Safety

Frank Jones, safety director, discussed the growing importance of practicing traffic safety and the alarming increase of indifference on the part of the motorist concerning traffic accidents and violations. He said that the majority of people involved in traffic accidents blamed the "other fellow" or some other cause. Too many people

have no sense of responsibility where traffic accidents are involved, and only one person in a hundred will admit that he is a poor driver.

Wise drivers use the seat belts provided in company cars and department heads should insist that all of their workers use these belts when driving company vehicles. Statistics have shown that you are five times more likely to be killed if thrown out of a car when involved in an accident. Mr. Jones illustrated his talk with excellent slides showing results of traffic accidents involving Gulf Staters both on and off the job. He reminded those in attendance that in addition to completion of Company accident reports, Texas law requires that form ST-2 be completed within ten days of the accident when damage to any or all vehicles amounts to more than \$25.00.

Mr. Carney—Aviation's Role at GSU

Although the Aviation Department is one of the youngest in our Company,

it is one of the more efficient and economical groups in our organization, playing a major role in saving time and money for the Company. Mr. Carney described the airplanes owned and operated by the Company, told of their capabilities and uses at Gulf States, and illustrated his description with slides showing the interior and exterior views of the airplanes. He emphasized that these are "working airplanes for working people" and explained the operation of Air Central in providing air transportation to company employees, whether by company plane or commercial airliner. He urged persons travelling by company plane to be prompt in arrival at the airports when scheduled to make trips so as to reduce delays and insure better schedules.

Beaumont Division's L. M. Welch, Mr. McAlpine, A. B. Wilson and R. B. Spafford were again presented the Topper awards for August and September by E. L. Robinson, vice president and general sales manager.

Frank Jones, Randy McAlpine, Pete Carney



"LOOK, MA, NO TEETH"



Here's a sad fact to consider: Most Americans take better care of their automobiles than of their teeth. Surveys show that 42 percent of all Americans haven't visited a dentist in more than three years. Figures of the old GSU Benevolent Association show that in 1958, only about 700 Gulf Staters (or 25 percent of our total employees) had dental work done.

"But I brush my teeth every day," you may say. If so, then you are in the minority group of 26 percent of the population who do. Seventy-four percent of all Americans—men, women and children—either brush their teeth not at all or so seldom that it does no good.

Why? That's a good question that puzzles dentists and the tooth brush and dentifrice manufacturers.

Toothpaste manufacturers spend millions of dollars on research grants to universities to find new methods of combatting tooth decay, and then millions more to combine these findings into a good-tasting toothpaste that, theoretically, will make the kids happy to brush their teeth three times a day. Does it do any good?

Every year, the incidence of dental cavities in children gets worse. This year, more children under the age of 12 than ever before have needed fillings, new teeth, and dentures—primarily because they haven't followed simple health habits.

Primarily, most people hesitate to go to a dentist because (1) They are afraid of pain, or (2) they're resigned to the fact that decay is inevitable, so why fight it?

Be glad for modern dental methods . . .



First, with new dental methods, high-speed drills and anesthetics, dentistry has attained almost painless perfection. And, it hurts far less to go to a dentist twice a year than it does to prolong dental trouble until, perhaps, major surgery is necessary.

Delay Means Decay

Second, decay is not inevitable. Scientists are discovering new methods of resisting tooth decay every year.

"If only people would practice what we advise," moaned one dental authority, "We could nearly wipe out tooth decay and associated problems in 20 years."

What do they advise? "Preventive maintenance," the same kind that the garage man performs on your family car.

Here's a year-round maintenance chart for your family's teeth:

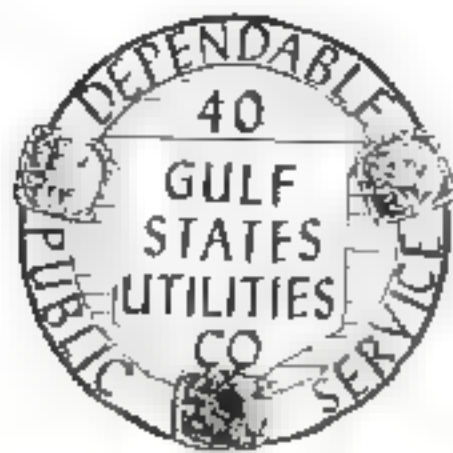
1. Brush teeth well after every meal. It does no good to brush your teeth first thing in the morning to get a fresh taste in your mouth, and then eat breakfast. Carry a brush to the office and clean your teeth after your noon meal, too. Use a good toothbrush. Preferably one of the newer brushes that has two pairs of bristles, so that it can brush your teeth and massage your gums at the same time.

2. But brushing can't do all the work. Find an effective germ-killing mouthwash and use it after brushing. Five minutes of this preventive maintenance after each meal will save you a lot of worry—and aches.

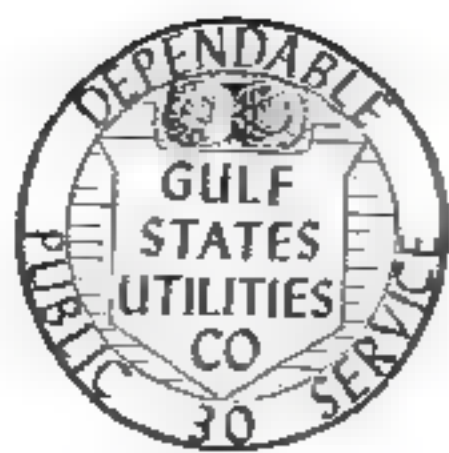
3. Do we need to repeat it? Visit your dentist twice a year. Most dentists now mail out postcards (following the practice of your neighborhood filling station), to remind you when you should drop in again for a checkup. So pick a good dentist and stick with him, and make sure that your whole family visits on a steady schedule.

If you've read this far, then you must be concerned about your teeth. That's a good sign. Take care of them, and they'll take care of you, and you'll still have your own teeth at 80.

SERVICE AWARDS



A. D. McMillian
Distribution
Port Arthur



Thelma U. Davis
Treasury
Baton Rouge



L. T. Haney
Treasury
Navasota



W. R. House
Sales
Orange



S. J. Hebert
Sales
Port Arthur



S. J. Bergeron
Gas
Baton Rouge



J. A. Stewart
Production
Baton Rouge



P. L. Davis
Distribution
Beaumont



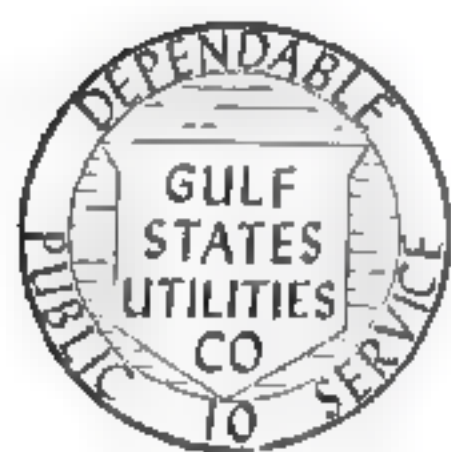
A. H. Shirley
Distribution
Beaumont



L. G. Sanchez
Gas
Baton Rouge



C. H. Beaumont
Distribution
Port Arthur



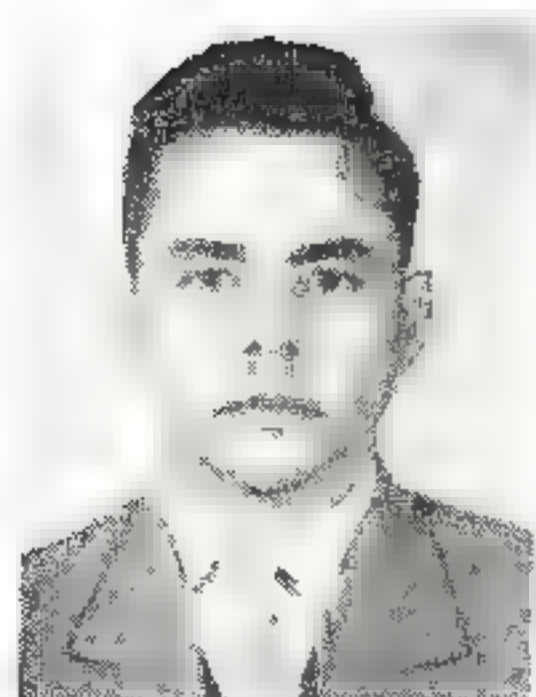
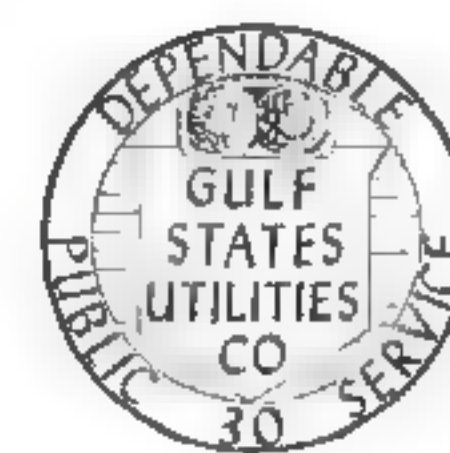
J. L. Rumfield
Distribution
Navasota



J. E. Gammage
Production
Beaumont



J. A. Hawkins
Engineering
Beaumont



E. D. Vallet
Production
Baton Rouge



L. C. Cummins
Distribution
Conroe



R. J. Summers
Distribution
Beaumont



E. L. Singletary
Distribution
Navasota



P. W. Deblanc, Sr.
Treasury
Port Arthur



Marshall Walls
Production
Baton Rouge



Mr. Bishop

Pat Bishop Retires November 1 After 39 Years With Company

J. B. "Pat" Bishop, assistant manager of residential sales in Beaumont, will retire November 1, after 39 years of service with Gulf States and its predecessor companies.

A native of Boyle County, Kentucky, Mr. Bishop attended University Preparatory School, Tonkawa, Okla., and Braughn Business College at Galveston, Texas. He began working with the old East Texas Electric Company in Beaumont in 1920 as a collector. He progressed to chief clerk at Port Arthur by 1925 and in 1927 became superintendent of sales at Gulf States in Port Arthur.

During the next several years he served as supervisor of district representatives at Beaumont, defense director (during the war), and superin-

tendent of residential sales. In 1947, he became assistant manager of residential sales, the position he holds at the time of his retirement.

Mr. Bishop is an active civic worker and is a member of the Beaumont Chamber of Commerce, YMBL, Tolerance Lodge #1165 and is past commander of American Legion Post #33. He has also served as president of the Port Arthur Lions Club and the Port Arthur retail merchants association.

His hobby is gardening, specializing in camellias and day lilies, and he plans to continue his work as a member of the Men's Garden Club of Beaumont after retirement. He also plans to spend many leisure hours enjoying his three grandchildren.



Promotions for the month of September were:

George D. Rice	Beaumont	Repairman 2/Class
John A. Garcia	"	Repairman 2/Class
James C. West, Jr.	"	Lineman 3/Class
Stanley D. Lawson	"	Engineering Asst
Jesse T. Poulson	"	Engineering Asst
Robert A. Sheffield	"	Draftsman
Audrey W. Sirman	"	Senior Dept Clerk
Hershel L. Stagner	Orange	Serviceman 3/Class
Gerald R. Bevers	Navasota	Lineman 2/Class
Lawrence E. Milliff	Cleveland	Lineman 1/Class
Charles E. Smith	Conroe	Apprentice—T & D
Robert E. Leake	Huntsville	Sr Engineering Asst
Arthur E. Davis	Port Arthur	Lineman 3/Class
Daniel A. Puckett	"	Appl. Repairman 3/Class
Dorothy M. Thomas	"	Home Service Advisor
James Fernandez	"	Residential Sales Repr Sr
James H. Chandler	Baton Rouge	Repairman 2/Class
Bobby G. Harrington	"	Apprentice—Gas Dept
Percy P. Lee	"	Serviceman 2/Class—Gas
Martin C. Hebert	"	Lineman 3/Class
Peter C. Seymore	"	Lineman 2/Class
Cary G. Fontenot	"	Lineman 2/Class
Mitchell A. Templett, Jr.	"	Lineman 2/Class
Nolan P. Daigle	"	Lineman 2/Class
Jimmie R. Neal	"	S/Sta Mechanic 3/Class
Donald C. Sullivan	"	Commercial Sales Repr
Bradley J. Broussard	Lake Charles	Apprentice—T & D
Ben E. Miller	"	Apprentice—T & D
Lonnie G. Cox	"	Lineman 4/Class
Donald A. Sigur	"	Serviceman 3/Class
James R. Laughlin	"	Sr Eng Asst—T & D
Oscar L. Borne, Jr.	Church Point	Residential Sales Repr Sr

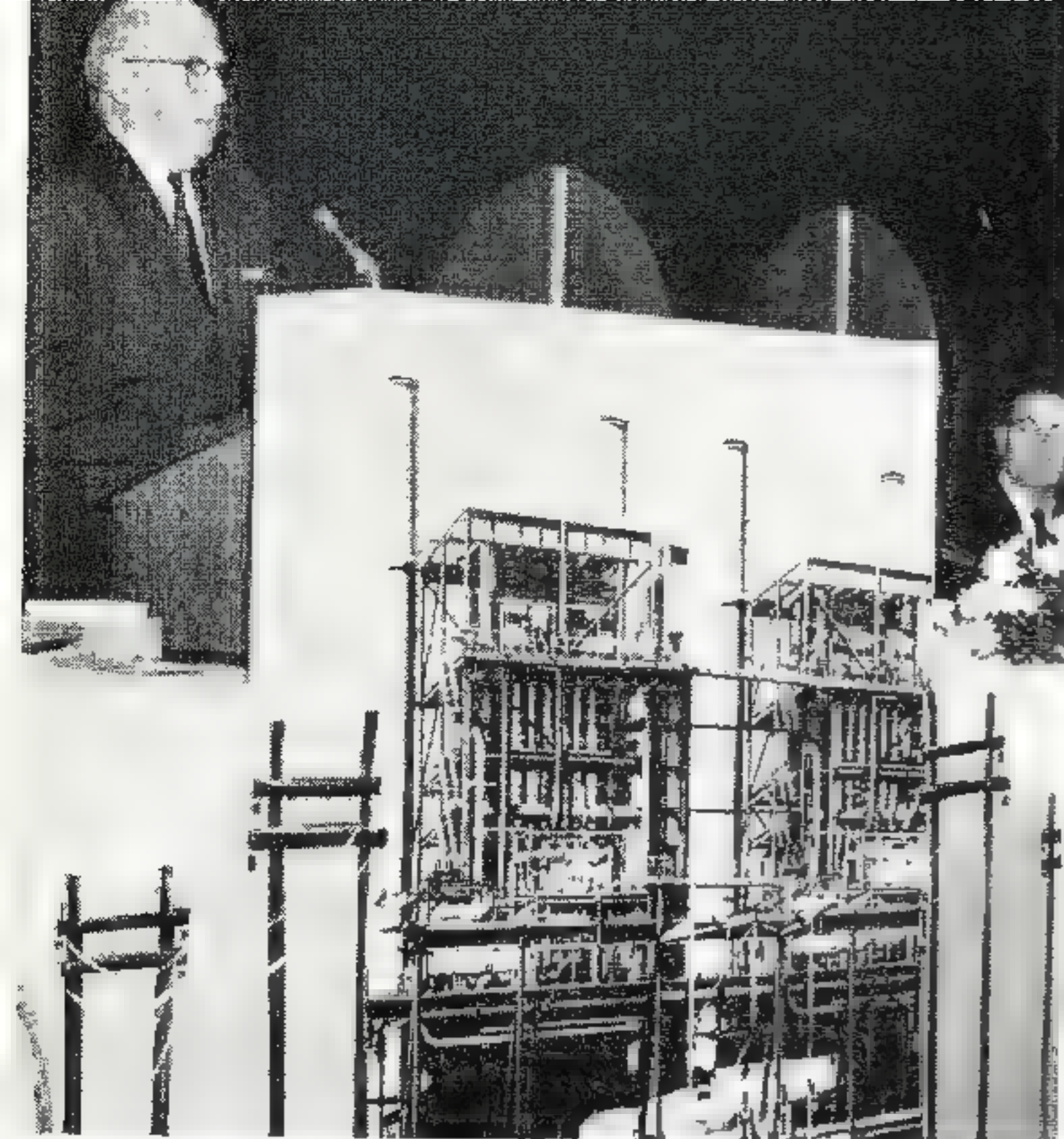
Sulphur Turns On New Street Lights

Our Company this month completed installation of 22 fluorescent street lights, increasing the total light output in down-town Sulphur by more than 700 per cent.

Sulphur Mayor Adias Saunier officially turned on the bright new lights, October 12.

The new lights will each have a total lumen output — or "see-ability" — of about 23,000 lumens. Each of the units will use four 6-foot, high-output rapid start lamps. The lights are mounted on aluminum standards approximately 30 feet above street level. The standards are spaced 120 feet apart, in a staggered pattern, to assure maximum visibility.

Our linemen removed 17 old street lights from the same area. The older incandescent units, installed in 1947, had a lumen output of 4,000 each, or about one-fifth that of the new lights. According to national sources, crime and accident rates decrease as street lighting is improved.



New Sabine Power Station To Have Second Unit in '63

ANTICIPATED new industrial loads, accompanied by increases in the demand for electric power in southeast Texas, will necessitate addition of a second 220,000 kilowatt, turbo-generator unit at the new Sabine Power Station about a year earlier than originally planned.

President Nelson made this announcement while addressing the annual meeting of the Orange Chamber of Commerce, September 24.

Preliminary right-of-way work and construction of a railway spur track to the site has begun. Work on the

station will begin in December. The first 220,000 kilowatt unit is scheduled to go on the line in 1962. The second unit is to be completed in 1963.

The Texas State Board of Water Engineers on September 28 issued a permit allowing our Company to use 2,500,000 acre feet of water a year from Sabine Lake. The big station will use the lake water to cool fresh water to produce steam to operate the turbo-generators. Huge canals to transport water to the station from Sabine Lake and to carry discharge water to the Neches River, will be dug.

Leonard and Latimer join in . . .

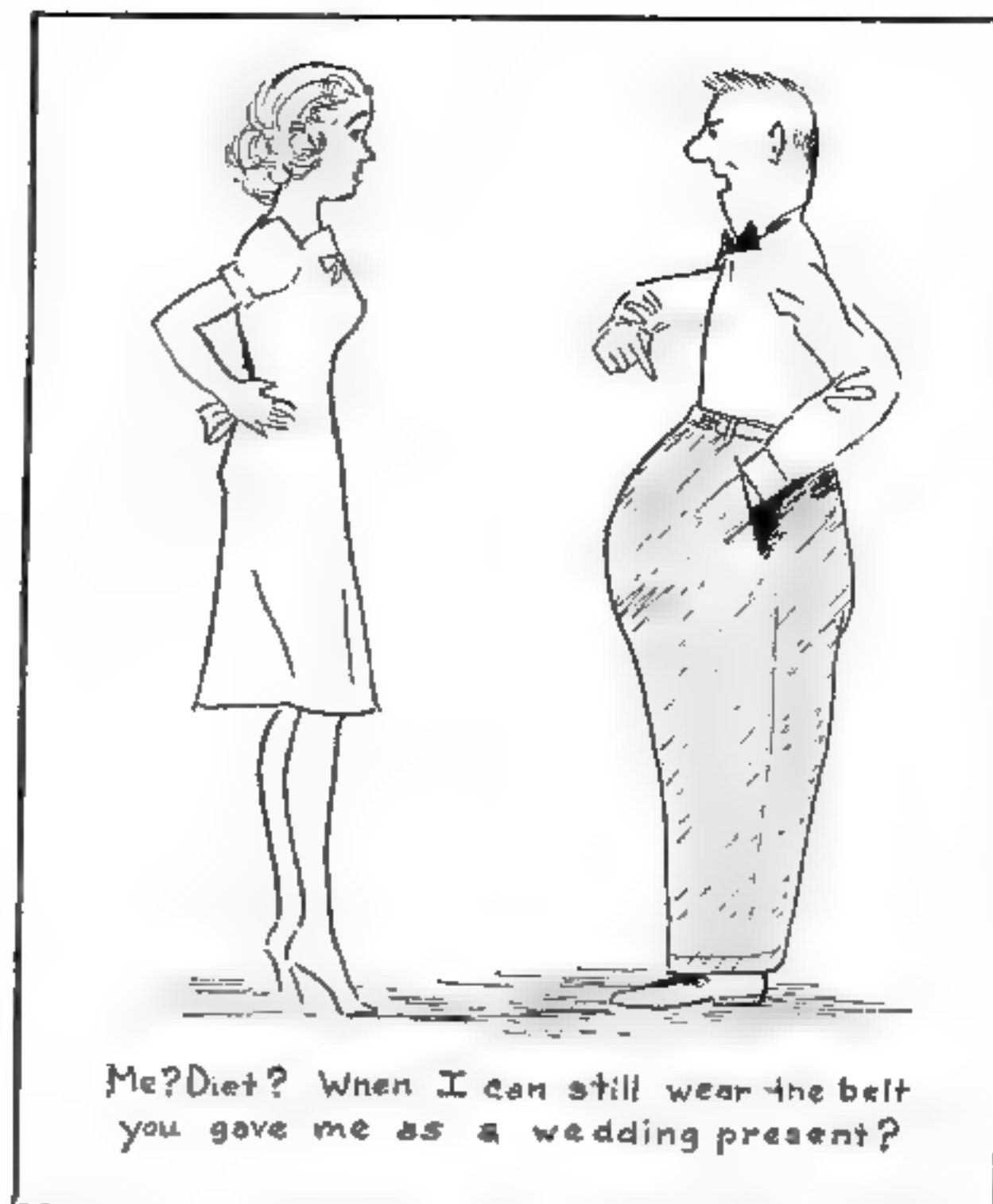
SALUTE TO ESSO

ESSO STANDARD OIL COMPANY, one of our largest customers and long-time industrial neighbor in Baton Rouge, will be honored by the Baton Rouge Council of Engineering and Scientific Societies in "A Salute to Esso Baton Rouge on Its 50th Anniversary," at the group's annual meeting October 29, at the Capitol House Hotel.

Two Gulf Staters will figure prominently in the celebration. H. C. Leonard, executive vice president, will introduce the principal speaker, M. J. Rathbone who is president of Standard Oil Company. And Douglas F. Latimer, Baton Rouge Division industrial sales engineer, is serving as chairman of the committee in charge of the annual meeting.

Mr. Leonard was chosen for his part on the program because of his prominence as a long-time Baton Rouge citizen and as a close friend of Mr. Rathbone.

A former resident of Baton Rouge, Mr. Rathbone helped the refinery grow into a large integrated refining and petrochemical plant, the first to produce commercial-scale butadiene from petroleum, the first producer of butyl rubber, the first to produce high-octane gasoline by the fluid catalytic cracking process and many other unique accomplishments. The refinery in Baton Rouge processes approximately 600 products and grades of products. It is the largest refinery in the United States.



DIET ANYONE?

IT'S easier to prevent overweight than to cure it. Eat a little less each year after the age of 25—and you won't get fat. Most overweight comes not from eating more but from continuing to eat the same amounts. As we get older, our bodies require about one percent less food each year and physical activity usually diminishes. Unless people allow for this by cutting down their food intake a little, it's almost impossible to avoid a gradual increase in poundage.

This emphasis on prevention highlighted a recent symposium on obesity held under the sponsorship of the American Heart Association, with eight experts in the field participating. Among the points they made were the following:

- That statistical studies by life insurance companies show significantly higher death rates from diseases of the heart and circulation among the overweight than among "standard risks" or normal weight;

- That heredity seems to play an important part in predisposing to obesity, with overweight parents far more likely than others to have fat children. This fact can be used to concentrate preventive efforts on such children, teaching them sound eating habits early and inculcating a taste for physical activity and exercise;

- That overweight is always due to an excess of calorie intake over energy output, but that this excess may result from: (1) a higher intake with constant energy output; (2) a constant intake with lowered energy output, or any other relative variation of the two factors. Conversely, weight can be lost by changing the relationship of the two factors in any way that uses up more calories than the individual takes in.

RATE—

(Continued from Page 11)

Many Problems Confront Rate Group

While the work of the department is primarily devoted to rates and depreciation, many other assignments are not strictly confined to those broad subjects. Some related work includes economic studies, reports on special situations of various kinds, studies of trends, forecasts, assisting in the preparation of the papers in connection with securing new franchises, proposed ordinances for rate changes for consideration of city councils in Texas and preparation of various communications to the Louisiana Public Service Commission and the Federal Power Commission.

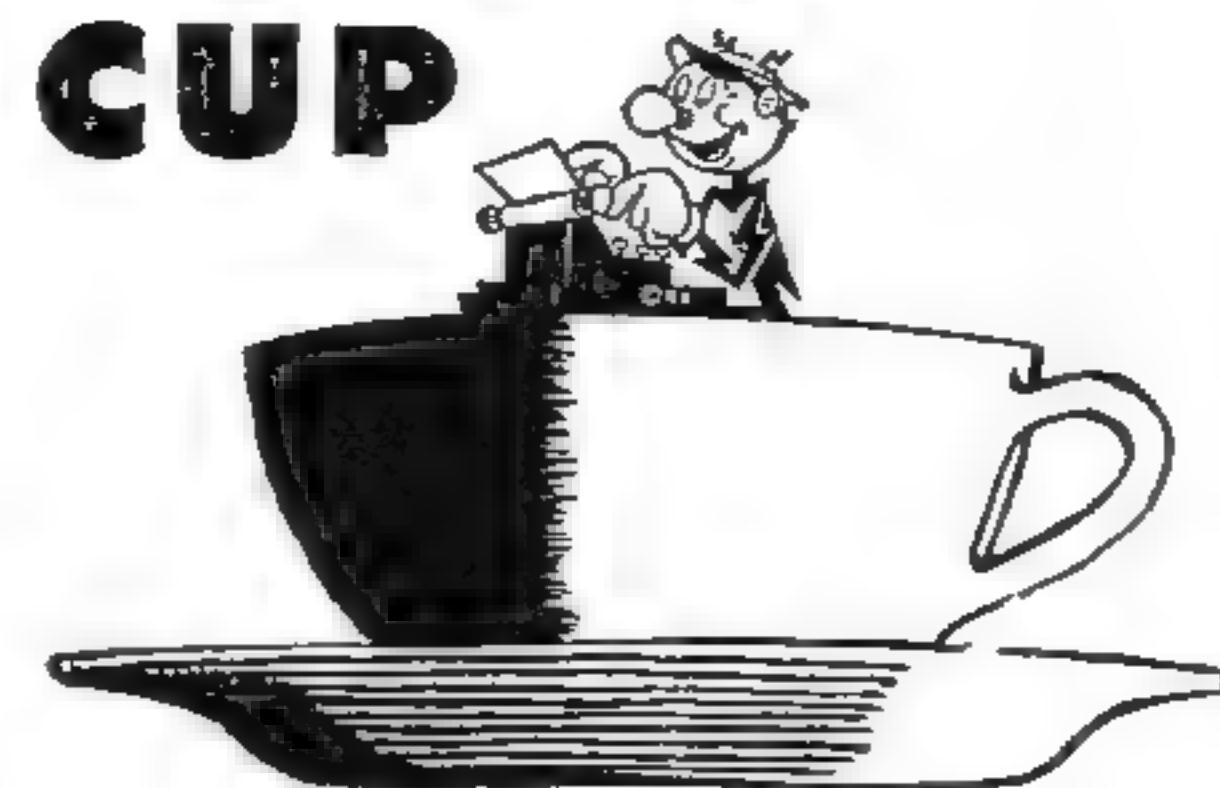
Thus, Rate Department personnel should be well qualified to solve many problems of an economic nature other than those which are related directly to rates. The rate engineer is familiar with economic analysis, statistical methods, company investments, and operation and maintenance expenses, depreciation, taxes, money costs, load characteristics and he should have a good understanding of the behavior of expenses and the relationships of system capacity and loads. The Rate Department takes Company records as presented under the uniform system of accounts and breaks down and re-groups the various items for use in study work. Rate Department personnel should be able to devote undivided attention to a problem until an answer is obtained.

Raters Make Forecasts

Depreciation studies are one of the types of work which the Rate Department is qualified to do. It involves forecasting the years of service life for many items of the Company's plant. This work is itself divided into categories; for example, the mortality dispersion studies. This involves the pattern of retirements of mass items, such as poles, transformers, meters, conductors, etc. Of all the distribution poles that will be installed this year, some will be retired this very year, while others will last far longer than the average service life of the group—what the pattern of such retirements will be is an important consideration. Then there are studies of salvage. Some items upon their retirement cost a good deal more to remove than the junk value of the item while other items, such as conductors, have substantial salvage value. In depreciation estimates, anticipated net salvage upon retirement is an important matter that has to be studied.

over the

COFFEE CUP



TO sell an electrical product, the salesman must (1) Determine what the customer needs; (2) Win his interest; (3) Present the product in a proposition; (4) Prepare in advance for objections or hesitation; and (5) Get a favorable response (make a sale).

These five main points of salesmanship were brought out in a sales technique conference presented by the Sales Training Department of Sylvania Electrical Products Inc., to 12 Navasota Division sales people, September 9-10 at the Hotel Conroe, Conroe, Texas.

Attending the conference were **Charles J. Boring**, **E. L. Maris**, and **Bill Richand**, Navasota; **Ed Mitchell**, Calvert; **Frank Robinson**, Cleveland; **Joe A. Bailey**, Madisonville; **Keen Franklin**, Trinity; **Volz Elliott**, and **Bill Burke**, Huntsville; **Frank Dupree** and **Bill Earthman**, Conroe, and **Jim Stout**, Somerville.

As an exercise, each salesman presented a sales talk which dealt with problems he had faced in his sales experience. After each talk, a critique session was held to point up its good points and discuss ways to improve its weaknesses.



Members of the Baton Rouge Electrical Appliance Department held their annual shrimp boil at the home of **Mr. and Mrs. M. J. Cunningham** this

year. Those who were there for the good eats were **Mr. and Mrs. Wilson Cazes**, **Mr. and Mrs. H. E. Buschmihle**, **Mr. and Mrs. Roland Sheets**, **Mrs. Rodney Seioneaux**, **Mr. and Mrs. J. C. Pizuto**, **Mr. and Mrs. M. J. Cunningham**, **R. U. Prince** and **C. D. Sing** (who took pictures.) Absent because of illness in the family were **Mrs. C. D. Sing** and **Mrs. R. U. Prince**. Also absent were **Mr. and Mrs. J. O. Brumley** and **Mary Anne Cox**.

—By *Margie Force*

Congratulations and best wishes to **Gayle and Dot**—Louisiana Station departmental clerks who are recent brides. **Gayle** is now **Mrs. John A. Miller**, and **Dot**, **Mrs. Herbert W. Hopson**. **Herbert** is also employed at Louisiana Station.

The **J. M. May's** recently returned from a three weeks vacation which took them through the western states to California. They had a wonderful time and we enjoyed the cards we received during the trip.

Happy Birthday for October to: **V. P. Braud**, **C. F. Brown**, **H. B. Floyd**, **F. G. Krumholt**, **C. L. Luce**, **A. L. McClure**, **M. A. Neyland**, **S. W. Paxton**, **M. J. Reynaud**, **J. A. Stewart**, **T. L. White** and **H. A. Williams**.

—By *Marion H. Brown*



We here in Baton Rouge are proud of the group of Gulf States employees in the above picture. Sponsored by a local realtor, they were winners of the Baton Rouge Civic League, River League and Class "B" City Championships in softball. Those in the picture are (front row): **Cary Fontenot**, Line; **H. E. Buschmihle** (manager) Appliance Repair; **Percy Lee**, Gas; **Jerry Boudreaux**, Line. In the second row: **Bill Tholborn**, Line; **Vernon Blanchard**, Louisiana Station; **Mel LeBlanc**, Electric Service; **Bateman Rabalais**, Line; **Jude Rabalais**, Substation. In the rear are **F. H. Saison**, Electric Service; **Mark Couvillion**, Gas, and **Walker D. Lloyd**, sponsor of the team.

—By *Virginia Yarbrough*

LAFAYETTE

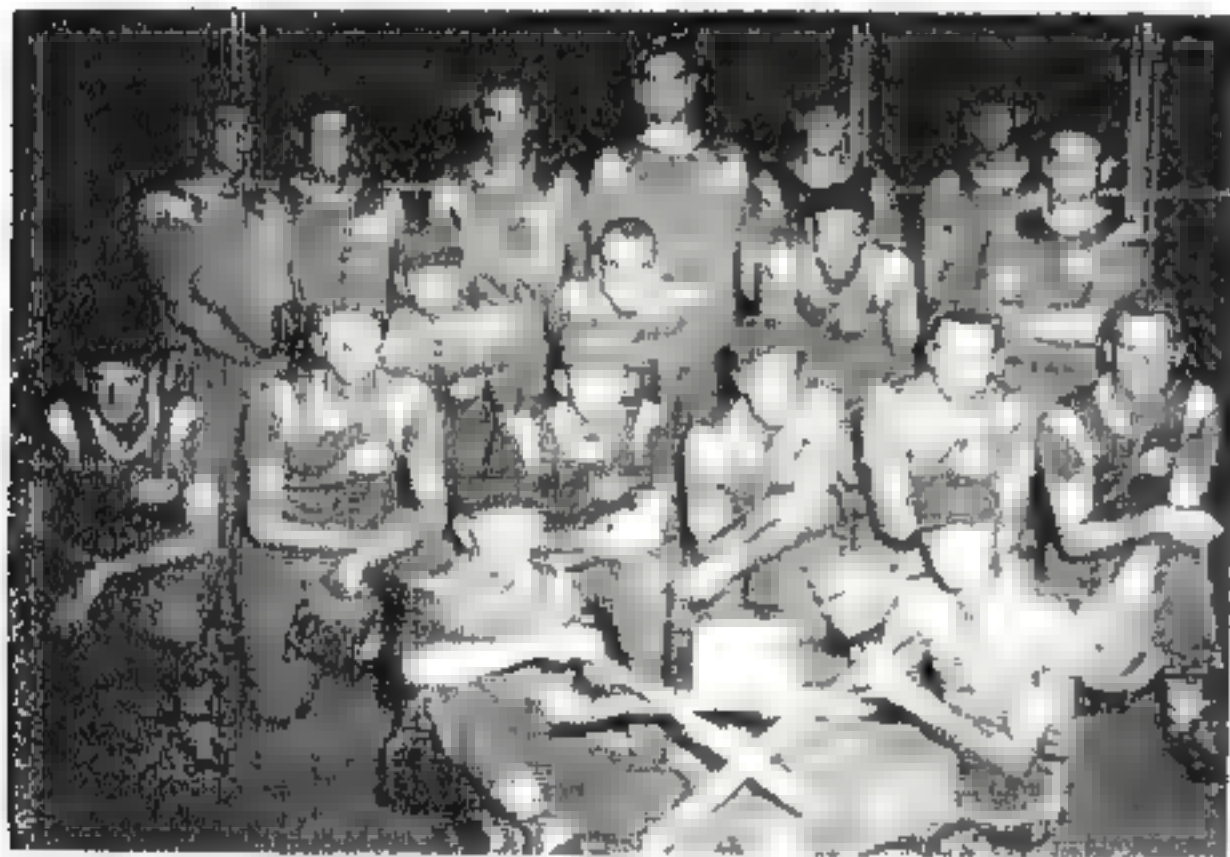
Congratulations to **Mr. and Mrs. Thomas Arabie**, who were married on September 25. Mrs. Arabie is the former **Anne Bourgeois**. Tom is a helper in the Lafayette Line Department. The couple is living in Scott, Louisiana.

Speedy recovery wishes are in order for **Danny Mistic**, Line Department, who spent some time in the hospital with severe virus infection and for **Mrs. Harold Beaugh**, who recently had an operation. Mr. Beaugh is our serviceman in Church Point.

Anne Hornberger, customer clerk, has returned from a two-week vacation in Worcester, Massachusetts, where she visited with her brother and sister-in-law, **Dr. and Mrs. Robert Hornberger**, and their five children. It was their first visit together in three years.

"Home, sweet Home," is the phrase sung by **Bobbie Denais** these days. She and hubby **Lucas** and their children, **Christine** and **Stacy**, have just moved into their new home in Youngsville. We're waiting for the house-warming, **Bobbie**. She is a customers clerk.

October birthday greetings to **Bobbie Denais**, **John Arabie**, **A. B. Mitchell**, **Russell Bonnet**, **Odelon Romero**, **Ralph Broussard**, and **Horace "Toto" Lacombe**.



The Independent Electrical Workers won the Pastime League adult softball Lafayette championship for 1959, with a 3-2 victory over the St. Anthony KC team. **Jeff Derouen** was the winning pitcher, allowing four hits, walking six, struck out six, and had only one error committed behind him. In the picture, the players are, bottom row: **A. B. Mitchell** and **Henry Legnon**, managers; middle row: **Edwin Judice**, **Eugene Sarver**, **Harry Guidry**, **Jeff Derouen**, **Cesaire Guidry, Jr.**, **Honore Miller**, **Sid Ayo**, **Wilson Meaux, Jr.**, and **John Landry**; Top row: **Harrison Carlin**, **Peter Gallet**, **Joe Duhon**, **Jim Dowies**, **Hubert Faulk**, **Raymond Bertrand**, and **Thomas Thayer**. Six of the

players were chosen for the All-Star team. They are **Wilson Meaux, Jr.**, **Edwin Judice**, **Joe Duhon**, **Jim Dowies**, **Jeff Derouen**, and **Eugene Sarver**.

—By *Cynthia Nolan*



A most welcome face on the Port Arthur Sales floor is that of **Mittie Dunn**. Mittie is back after being off seriously ill since March. A Houston physician sends the good news that Mittie soon will be as good as new.

—By *Rosemary Vaught*

WATT DID YOU SAY?

During a limited power outage, **Janet Beard**, of the Port Arthur Meter Department, was busily answering trouble calls. Instead of telling one particular caller that her "lights should be on shortly," she got her tongue twisted and said: "Your shorts should be on lightly."

—By *Lorraine Dunham*

ORANGE

Another hardy perennial worker in civic work, **J. P. Pevoto**, supervisor of customer accounts in Orange, is working on that community's United Fund campaign, launched last week. He's a key man in colleague **Walter House's** campaign activities committee.



There is something else that the Rate Department can do—it can sing! **Gene Chick** and his wife sing in the choir of Trinity Methodist Church, **Judy Moses** sings in Calder Baptist Choir, **Jim Towers** and his wife sing in St. Andrews Presbyterian choir. So don't be surprised if there is a little bit of melody and harmony in our rate structure.

Raymond D. Hereford is the proud owner of a new Medallion home on Anderson Street. He also announces the marriage of his daughter, **Mary Ann Hereford** to **Murray Duren**. Miss Hereford and Mr. Duren were married September 28 in Beaumont.

—By *Hazel Johnson*



Football uniforms have changed a good deal since this picture was taken, note the lack of pads. Can you identify this young man? Here are some clues; position, fullback; the year, 1919; age, 21; school won state secondary school championship; the school, Rose Polytechnic Institute; location, Terre Haute, Indiana. Give up? For answer turn this page upside down.

O. G. Floyd, supervisor of commercial cooking sales, system, Beaumont.

Plain Talks



Home Service Advisors

All eighteen ladies of our home Service Advisors staff attended the annual home service meeting September 9-11 in the auditorium of the general offices in Beaumont.

Under the direction of **Miss Leonora O'Neal**, home service director, the advisors reviewed activities for the past year and discussed new ideas in lecture demonstration and presentation, lighting, kitchen planning, Medallion home program, and advertising.

Members of the staff above, are, from the left, **Miss Barbara Mouton**, Liberty; **Mrs. Doris Hickman**, Orange; **Mrs. Grace Brooks**, Beaumont; **Mrs. Francis Fuchs**, Beaumont; **Miss Janette Murphy**, Lafayette; **Mrs. Dale Land**, Sulphur; **Miss Shirley Crawford**, Port Arthur; **Miss Dorothy Thomas**, Port Arthur; and **Miss O'Neal**, Beaumont.

Miss Irma Lee Hardroder, Jennings; **Miss Carol Ann Causey**, **Miss Carolyn St. Amant**, **Miss Mildred Tribble**, **Miss Evelyn Wilsford**, all from Baton Rouge; **Mrs. Thelma Carson**, Beaumont; **Mrs. Ernestine Amis**, Lake Charles; **Mrs. Mamie Voyles**, Port Arthur; and **Miss Anita Boles**, Navasota.

We welcome **Don M. Lyle**, engineering helper, to the Beaumont Engineering Department. Don replaces **Eddie Kell**, who left September 15, to return to college.

Vacationers from the Engineering Department were: **Elaine Petrash** and husband **Benny**, who vacationed in Nevada and California.

Emma Dru McMicken attended the Baptist Assembly for the Foreign Missions in Glorieta, New Mexico.

Mr. and Mrs. H. J. Sutton visited in Pittsburgh, Pennsylvania.

—By *Nadine Hester*

The news from Beaumont Billing Department this month is vacation news, as witness:

Mr. and Mrs. H. P. Robichau, Sr., and daughter-in-law, **Betty**, have returned from a vacation in New York, Washington, D. C., and Virginia.

Don Brim and wife enjoyed the dry climate of Brownwood while on vacation.

Jessie Mae Dyer and husband vacationed in the West, stopping at the Grand Canyon, Las Vegas, and Los Angeles.

Tommie and Bill Byrd vacationed in San Francisco, California and Eugene, Oregon. The beautiful drive through the Redwood forest is highly recommended, say we.

Jane Stuart won first prize for wearing the most authentic costume of the 1920's at a sorority party.

Bernice Eaves visited the Baton Rouge office while on vacation.

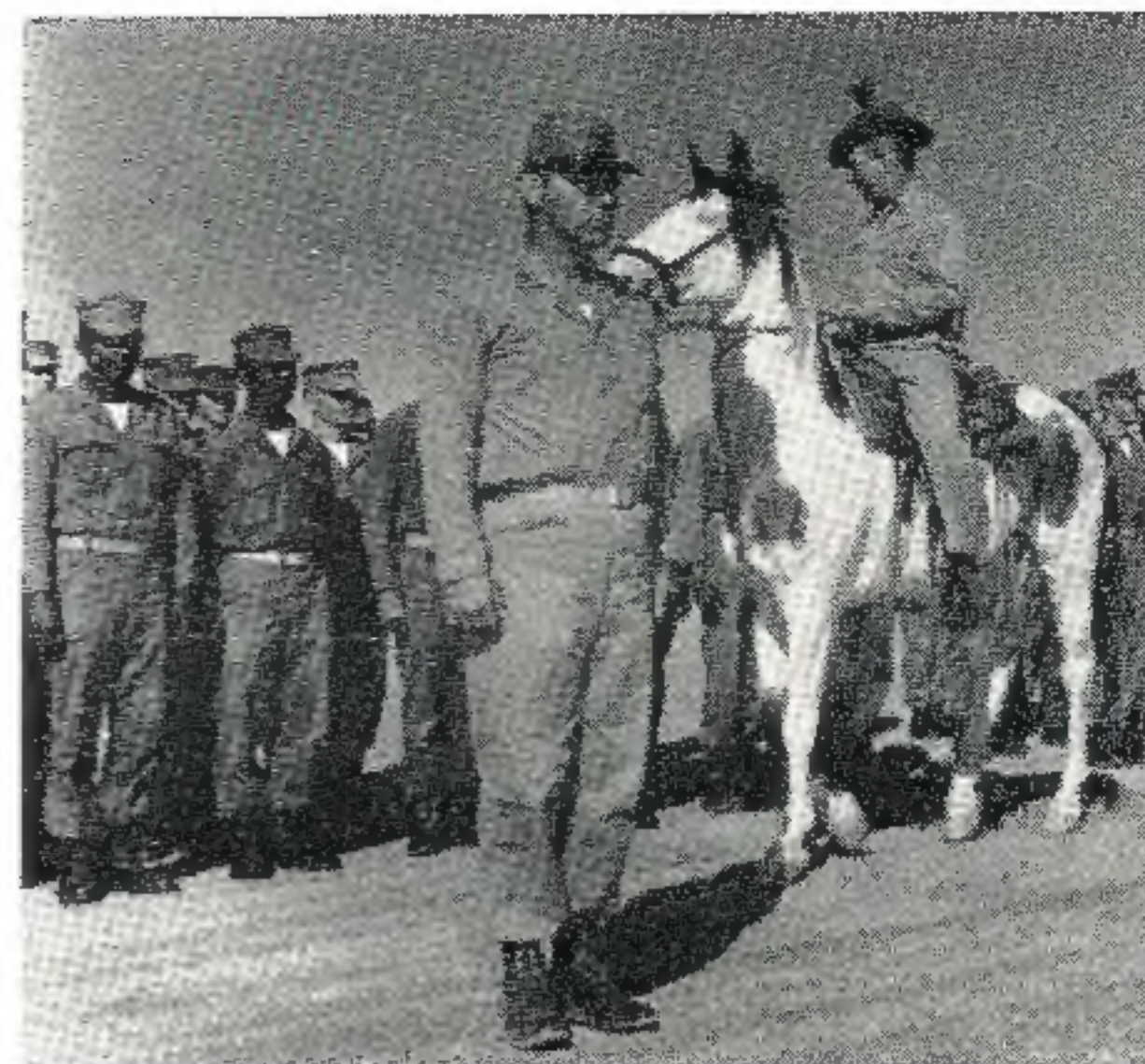
George and Joann Irvin vacationed at home.

—By *Tommie Byrd*

Janice Ilene Zahn, daughter of **Mr. and Mrs. Henry G. Zahn**, Neches Station, was married to **Ronald Lee Bynes** on September 5 in the First Christian Church of Houston. The bride is a laboratory technician for the Pulmonary Cytology Project in Houston, and Mr. Bynes is a civil engineer with the Texas Highway Department in Houston. After a wedding trip to Miami, Florida, and Nassau, the couple will be at home at 4210 Caroline St., in Houston.



Mrs. R. L. Bynes



Just horsing around are these members of the Sabine area's 33rd Infantry Company of the USMCR, which conducted extensive maneuvers in California's hot (132 degrees) Mohave Desert last month. At attention in the foreground is **Gulf Stater Gay Braud**, of the Beaumont Tax Department. He's a staff sergeant in the group. The Southerners donned Confederate-type cavalry caps to impress the other 3,000 gynes at Twentynine Palms.

The Beaumont Records Department extended a hearty welcome to three new employees during September. They were: **Miss Claudet Louvier**, **Mrs. Penny Keller**, and **Mrs. Rosannah Glover**.

Mrs. Lynn Rogers, accompanied by her three year old son, **T. Wade**, toured Texas and Oklahoma from September 6 through 15. They visited her brother and his family in Perry, Oklahoma. En route, the Rogers saw Lake Texhoma, President Eisenhower's birth place, Oklahoma City and other interesting sights.

Miss Ruth Stine spent the Labor day week-end in Santa Fe, New Mexico, where she enjoyed the annual religious and social activities of the Fiesta Celebration.

During the month of September, the Records Department extended birthday wishes to **Frances Linthicum**, September 16, and **Mary Blalock**, September 25.

—By *Frances Linthicum*

A farewell party was given **Mildred Richardson**, PBX operator, on October 2 at Vic and Al's Restaurant in Beaumont. Millie intends to assist her husband, Bud, in his duties as sales representative for the DuBois Company, Inc.

R. L. Wynne, Jr., was notified recently of his appointment to the Board of Stewards of the First Methodist Church in Beaumont. He is staff accountant in the Statistics Department.

Tenth floor personnel welcomed **Katherine Abney**, duplicating machine operator, back on the job after a brief hospital stay.

—By *Ward McCurtain*



Mr. and Mrs. Jim Fernandez announce the birth of a daughter, **Dianna Kay**, on May 9. Mr. Fernandez is a residential sales representative in the Port Arthur Division.

Mr. and Mrs. Ray Fisher announce the birth of their fourth child and second daughter, **Tina Louise**, September 8. Mr. Fisher is a turbine operator at Louisiana Station.

Mr. and Mrs. Robert Murphy announce the birth of a daughter, **Tamara Jean**, on September 28. Carolyn Murphy was formerly in the Beaumont mail room.

Mr. and Mrs. J. B. Coltharp, system operations manager, Beaumont, announce the birth of a second grandchild, **Anne Marie Monroe**, on September 17. The parents, Mr. and Mrs. **Ira T. Monroe**, are now living in York, Maine, where he is connected with the Submarine Division of the Navy.

Mr. and Mrs. Murray Harris announce the birth of their first grandchild, **Belinda Rue Bond**, September 20, in Orange. The parents are Mr. and Mrs. **Jackie Bond**. Mr. Harris is at Beaumont's Neches Generating Station.

Mr. and Mrs. Albert C. "Bobo" Faggard announce the birth of twins, their first daughter and fourth son, on October 7. Bobo is an administrative assistant in Beaumont General Accounting.

Mr. and Mrs. Larry Anderson announce the birth of a son, September 8. He is a tab operator in the Beaumont IBM Department.

Mr. and Mrs. Frank Morrell announce the birth of twins, a girl and a boy, September 15. Mrs. Morrell (Dean) was formerly employed as key-punch operator in the Beaumont IBM Department and is the step-daughter of **A. G. Fontana**, Stores Auditing, Beaumont.



Phillip Craig, son of Mr. and Mrs. L. P. Hebert (Port Arthur Service Department), celebrated his fifth birthday September 18. He already out-fishes his dad.



Judy Lynn (4 months) and Debra Fay (three years) seem to be rehearsing for a "sisters" act. They are two children of Mr. and Mrs. Edd Mitchell, Calvert sales representative.

SYMPATHY TO:

C. B. Barron, Baton Rouge sales superintendent, on the death of his wife, **Alice**, September 29, and to her brother, **A. Bradley McMaster**, local superintendent in Jennings.

Mrs. Lynn Rogers of the Beaumont Records Department on the death of her uncle, **Frank Bolton**, September 3.

The family of **James M. Myers**, master repairman at Riverside Station in Lake Charles, on the death of a son, **James Harold**.

Wilbert L. Parker, service foreman, Baton Rouge, on the death of his father, September 16, in Jackson, Louisiana.

GROWING with Gulf Staters



Glenda Kay Sandefer, daughter of H. C. Sandefer, Beaumont Residential Sales, is the drum majorette for the South Park Greenie Band this year. In addition to her ability as drum majorette, she plays the French Horn, has made the all-state orchestra the past three years. She is a member of the South Park High School orchestra, band and chorus and is a member of the choir and orchestra at the First Baptist Church. She plans to major in music at Baylor University after graduation.

gulf staters in the news

Walter House, residential sales supervisor, Orange, is serving as chairman of the campaign activities of the Orange County United Fund campaign currently in progress.

George J. "Jelly" Gilmore, local superintendent in Sulphur, has been elected to serve on the board of directors of the West Calcasieu Association of Commerce. Mr. Gilmore is one of eleven new directors named, and one of five representing Sulphur.

TWO WINNERS ANNOUNCED!



Mr. and Mrs. J. W. Minner get a handshake and congratulations from C. M. Scott, manager of Port Arthur Division, and R. E. White, operating superintendent, in front of the Port Arthur Service Center.



Dewey and Mrs. Raborn at left, receive congratulations from Percy Walters, operating engineer at Louisiana Station in Baton Rouge.

WE'RE GOING TO CHICAGO!

From numerous contestants, the Safety Department has announced that judges have selected two winners of the first Foreman's Safety Contest. They are J. W. Minner, line foreman in Port Arthur, and Dewey Raborn, boiler operations foreman, Louisiana Station in Baton Rouge.

"Both contestants had good records, wrote thoughtful essays on 'Why Safety Pays,' and were strongly supported both by their employees and their immediate supervisors," said Frank Jones, system safety director.

Mr. Minner

In his personal essay, Mr. Minner commented in part: "You pray that each day will be accident-free - both for yourself and your family - and that your crew can return home safely to their loved ones, too."

Some of the comments from members of his crew were:

"In tailboard discussions, he always thinks of working the job out in a safe and efficient manner."

"I think if everyone were as safe-minded as Mr. Minner, there would be fewer accidents."

"I thank God that he watches over me like he does."

"We are encouraged to practice safety at home as well as at work."

"Having a safety-minded foreman like him, in my opinion, gives every member of the crew more confidence in himself and makes him more effective in the performance of his job."

"His first objective is safety. He is always promoting new ways in safe working practices."

"He promoted an 'I'm-my-brother's-keeper' feeling among our crew-members."

Mr. Raborn

In his own essay, Mr. Raborn pointed out that his first impressions of safety were instilled in him as a Boy Scout: "I am sold on the idea that safety pays to the extent that I have built my present job, as well as hopes in the future on two things: First - I believe that job knowledge is the basic safety factor in a power house . . . Second—I believe we must apply the 'Golden Rule' in safety. We must be prepared to render service to our fellow man if we expect him to be prepared to render service to us."

His crew-members commented:

"To me his exact application of safety practices as they apply to my job is of more value to me than rules and the 'general' safe working practices taught at safety meetings."

"When doing a certain job, he tells you what *could* happen if it were done wrong and unsafely. In my opinion, that is the best way to teach safety."

"(He) has been an ardent supporter of safety in Louisiana Station long before we had a safety program. In the good old sludge burning days, Mr. Raborn was always one to guard against careless handling of the hot acid fuel . . ."

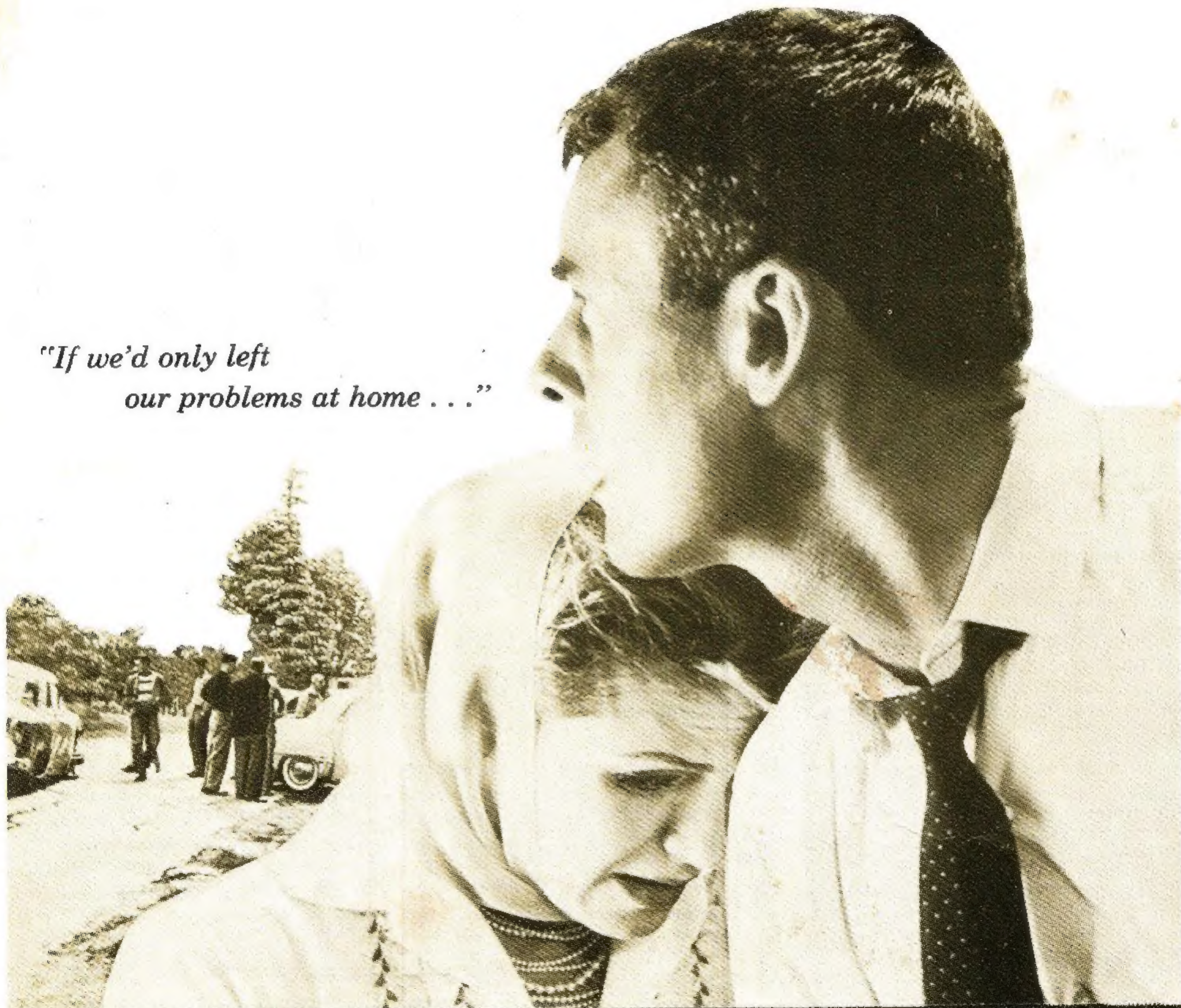
"He has pointed out safety hazards to me that might have otherwise been overlooked."

Both winners with their wives will fly with Mr. and Mrs. Frank Jones to Chicago for the week-long National Safety Congress there from October 19 to 23. Both men are looking forward to this experience eagerly. It's a fitting reward for two men who have helped to protect the lives of the men they supervise and they are expected to bring back new ideas as to how we can continue to improve our Company's good safety record.

On the road,

driving's your only problem! It better be! Today's traffic often demands quick decisions, fast action. What you do must be right—your safety depends on it. And unless driving has your complete attention, you could come up with the wrong answers. Last year 37,000 people died in traffic accidents—40 times that many suffered painful injuries. No driver can afford to overlook the consequences of inattention at the wheel. Keep your mind on your driving—keep on living!

*"If we'd only left
our problems at home . . ."*



Where traffic laws are strictly enforced, deaths go DOWN!

Support your local Safety Council

Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.